Drei feiert 10-jähriges Jubiläum

Vi fejrer 10 år med Tre

慶祝 Three十週年

Merayakan 10 Tahun Tri

Tre festeggia i suoi primi 10 anni

En hyllning till 10 år med Tre

A celebration of 10 years of Three.

Preface.

‘The present order is the disorder of the future’ (Louis Antoine de Saint-Just, 1790).

Three came into existence after Hutchison Whampoa sold its 2G business, Orange™. The company that once owned the ‘bright future’ was committed to leaving the old order behind and building a bold new world, one that would make the present seem like history. It was fuelled by the idea of delivering a fast, fluid, connected and colourful world brought by us, right into people’s hands, ears and eyes. We had to imagine and deliver what they didn’t yet know they would want and soon come to depend on. We had to create demand where there was none.

This was the equivalent of designing and making the cars, all the roads and junctions, drilling and refining the oil, building all the petrol stations and even creating the destinations in this new landscape, because when we started there was a blank piece of paper, no maps and little appetite for new.

All mobiles could do then was make calls and send texts at an alarming cost. Nokia was praised for its all thumbs and fingers ‘intuitive’ interface. Intuitive? If there were pictures, they were in black and white or fuzzy, or black and white and fuzzy. There were no apps and no smart anything.

We set out to make a brand that represented the new order. One that was fluid where others were static, colourful where they were monocolour and one that spoke the local language.

No need to translate. The look of Three was irreverent, brassy, even vulgar, owing more to the world of entertainment than boring old telcos. We painted the picture of ‘cool outside and hot inside’ and waited for the world to catch up.

As pioneers we were on an unknown road. We had to create and build new things, and new ways of doing things. Including a new network. New handsets, tariffs, and even content. Some of it wasn’t right. Some of it was taken forward by others and became their future, but much of it became the new standard for the mobile world. Game changing innovations that have become the way we expect it to be, and that we now take for granted. Above all, what we created were new expectations.

And we stuck at it. We looked at all the things that were wrong, and what they would take to fix, and we set about fixing them. We invested in the network so that it could deliver what we had promised. We continued with the phone makers to make phones that did what people wanted, with sufficient battery life. We consigned to the dustbin the vainglorious and foolish idea that it was enough to be different. The discipline of ‘better’ took over.

As Canning Fok put it at the start of this journey:

“By the time we’ve finished, the measure of our success will be how many people can’t imagine life without Three.”

Three’s journey is far from finished but it has come a long way in only 10 years.

Geschaffen um besser zu sein

Skabt til at være bedre

只有更好

Lahir kembali, menjadi lebih baik

Nati per essere migliori

Skapt för att vara bättre

Born to be better.

20

’03

When Three launched:

Roger Federer hadn’t won a Grand Slam

Pierce Brosnan was James Bond

- The beginning
- The Natural Next Step
- The journey
- Oh brave new brand
- To fulfil and liberate

The beginning.

20

03/03/03

In 2003 a new company called Three launched in:

– Australia
– Austria
– Denmark
– Italy
– Sweden
– United Kingdom

Early Three logo development

At the beginning of the new century, mobile phone use had spread so quickly, and established itself so deeply, that there were more mobile phones in Europe than there were Europeans. Around the world mobile phone companies grew fast through providing customers with texts and calls while on the move.

Three was born to be better. With the coming of 3G, Three was new and the only player in this fast-changing market with no baggage from its legacy. Three could see further, beyond the calls and texts that were an essential part of its offer. But there had be more, and it had to be better. Three was the only company truly committed to 3G from the start, the only one that embraced 3G's full implications to become truly a mobile broadband brand.

The Natural Next Step.

20 ’03

That was the natural next step, as the Three brand defined itself from the start. Three recognised that consumers were not crying out for revolutionary change as an alternative to the new-found excitement of mobile phones. Three knew that people didn’t want ‘something different’, they wanted ‘something better’. For decades we watched in black and white until colour TV became possible. That next step simply recognised that it was natural to see the world in colour. It didn’t require a radical change in people’s behaviour to make it happen.
It worked because it fitted better with the needs of people who wanted to watch television. It was going with the grain of people’s desires – a natural next step.

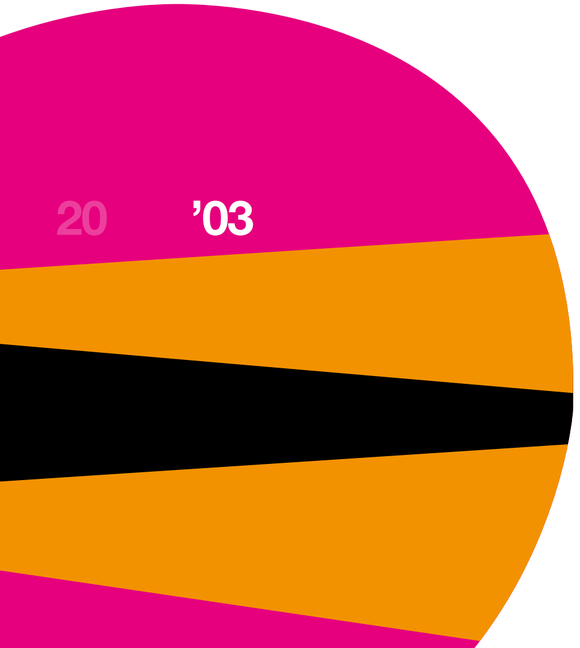
With no vested interest in the old system, Three could pioneer the next step in mobility. The problem was that this meant building the highway before there were cars to drive on it.

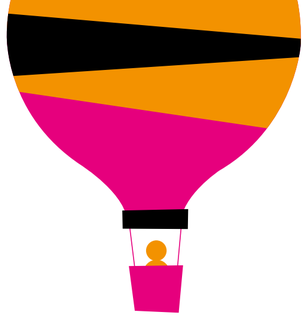
Some of what other mobile service provider brands looked like during the initial few years of Three

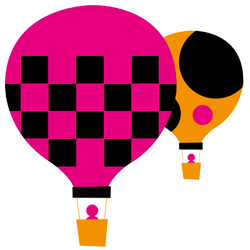
The journey.

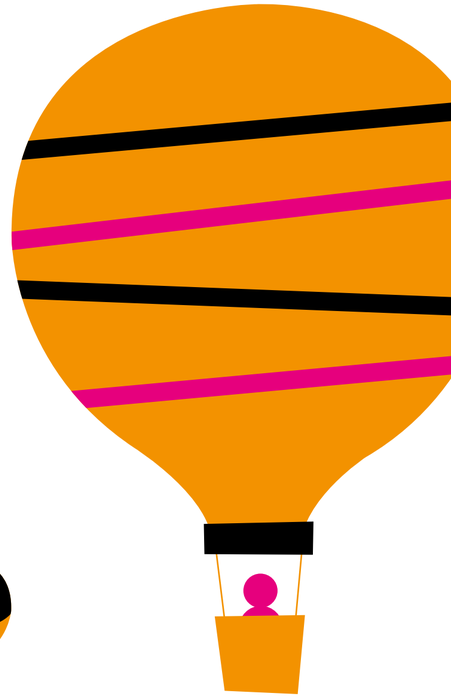
It was a gamble, but Three has always been willing to take risks. The web started off gaining mainstream acceptance as a business tool. It is now taken for granted, as much as running water. It empowers, enables and connects people. Social media, information, technology, entertainment and beyond. This has been Three's vision from day one.

Three has been on this journey for 10 years. What sets Three apart, is that it has not been just a traveller on the journey – instead, it has been out there, challenging the status quo and leading the way. Three's founding beliefs have been vindicated – in the power of the Natural Next Step, in the release of the internet from static restrictions, in the ability to mobilise the potential of the web for every individual, wherever he or she might be.







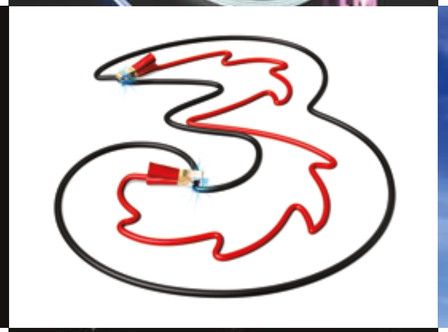


Motorola and NEC were at the forefront of 3G handset innovation

Cool outside. Hot inside.

The Three logo

20 ’03



Oh brave new brand.

20

’03

Sweden: First with videocalls, 3G, bundled plans, mobile portal and mobile self-service

UK: Launched first Pay As You Use tariff

UK: Hosted first public Video Voicecall – between two members of government

A special use guitar logo was created to promote Three’s music services

In the UK there was a government auction to win the right to run mobile 3G services. One bidder, Hutchison Whampoa, had sold its original stake in Orange and was now without any mobile infrastructure. Four companies with existing infrastructure put in successful bids. The fifth successful bidder was Hutchison Whampoa, the only newcomer.

The auction was more expensive than anyone had expected. But the newcomer had a vision of the future based on making mobile communication more useful and enjoyable than ever before. With budgets reduced by the higher-than-expected costs of the auction, the first need was to work towards the vision while the technology developed to make it happen.

The business needed to create a brand; a brand created in the spirit of David Ogilvy’s definition: “A brand is all the ways a company is experienced and perceived.” One natural starting point for a brand is the name, and eventually Three was chosen – partly to be clear about the company’s commitment to 3G, but also because it wanted the brand to be the same but different, wherever it operated. So in Italy, the brand could be Tre, in Austria Drei, and so on.

The brand was built on principles that would set it apart from competitors. In a world where brands were becoming too similar, Three’s values set it apart. The brand was a ‘life-loving change maker’. It was playful. And it was here to make the mobile experience more liberating and fulfilling. The brand identity was ‘cool outside, hot inside’, with a chameleon-like logo based on the number 3, and a range of vibrant colours anchored by a single typeface.

A spread from the Three brand book showing the inspiration behind the Three logo

To fulfil and liberate.

20

’03

Sweden: Only at Three, national hockey and football content

Sweden: Awarded Newcomer of the Year

UK: Gave customers free access to Barclaycard Premiership highlights

Three was a brand defined not by its technology, by bandwidth or spectrum, but by a fresh understanding of human needs and desires when it came to communicating. Everything needed to be driven from the customers’ point of view, providing what they wanted (even when they didn’t yet know what that was, because it was still to be invented). But it was vital to avoid the futuristic hype that was everywhere in the sector, making empty promises. Three was committed to fulfilment and freedom for its customers, but recognised that hype didn’t cut it anymore. Customers expect things to be cheaper, faster and better all at once.

In 2003, Three couldn’t do mobile broadband. No one could. It was beyond the technology of the time, but within reach. Three wanted to get there as quickly as possible. The other competitors – telcos through and through – were busy making money out of the tools, tariffs and restrictive terms they had grown comfortable with. So, Three had some waiting to do. It could see and show what the future looked like, but it couldn’t deliver it yet. In the meantime, the business needed to make money by selling phones that matched their rivals in terms of reliability, cost and coverage.

Thinking of you.

20

’04

A catastrophic tsunami devastated vast swathes of south-east Asia

The Olympic Games were held in Athens

An idea called Facebook sprang out of the USA onto the internet, worldwide

’05

2005 Pope Benedict XVI was elected

YouTube launched

eBay bought Skype

Rupert Murdoch acquired MySpace

Yahoo! took over Flickr

300 million tracks were sold on iTunes

— Everywhere the same, but different
— Making connections
— Ready to play

In da Club – 50 Cent | Ignition – R. Kelly | Get Busy – Sean Paul | Crazy In Love – Beyoncé Featuring Jay-Z | When I'm Gone – 3 Doors Down | Unwell – Matchbox Twenty | Right Thurr – Chingy | Miss You – Aaliyah | Picture, Kid Rock Featuring Sheryl Crow | Bring Me to Life – Evanescence Featuring Paul McCoy | Get Low – Lil Jon & The East Side Boyz Featuring Ying Yang Twins | Baby Boy – Beyoncé Featuring Sean Paul | Shake Ya Tailfeather – Nelly, P. Diddy & Murphy Lee | 21 Questions – 50 Cent Featuring Nate Dogg | All I Have – Jennifer Lopez Featuring LL Cool J | Beautiful – Christina Aguilera | I Know What You Want – Busta Rhymes & Mariah Carey Feat. The Flipmode Squad | I'm With You – Avril Lavigne | Drift Away – Uncle Kracker Featuring Dobie Gray | Magic Stick – Lil' Kim Featuring 50 Cent | P.I.M.P. – 50 Cent | Bump, Bump, Bump – B2K & P. Diddy | Into You – Fabolous Featuring Tamia Or Ashanti | Can't Let You Go – Fabolous Featuring Mike Shorey & Lil' Mo | Mesmerize – Ja Rule Featuring Ashanti | Where Is the Love? – Black Eyed Peas | The Game of Love – Santana Featuring Michelle Branch | Lose Yourself – Eminem | Rock Wit U (Awww Baby) – Ashanti | Cry Me a River – Justin Timberlake | How You Gonna Act Like That – Tyrese | Rock Your Body – Justin Timberlake | No Letting Go – Wayne Wonder | Frontin' – Pharrell Featuring Jay-Z | Landslide – Home – Dixie Chicks | Work It – Missy Elliott | 03' Bonnie & Clyde – Jay-Z Featuring Beyoncé | Don't Mess With My Man – Nivea Featuring Brian & Brandon Casey | So Gone – Monica | Air Force Ones – Nelly Featuring Kyjuan, Ali & Murphy Lee | Never Leave You – Uh Ooh, Uh Oooh! – Lumidee | Beautiful – Snoop Dogg Featuring Pharrell & Uncle Charlie Wilson | Gossip Folks – Missy Elliott Featuring Ludacris | Miss Independent – Kelly Clarkson | Calling All Angels – Train | Damn! – YoungBloodZ Featuring Lil Jon | This Is the Night – Clay Aiken | Your Body Is a Wonderland – John Mayer | Headstrong – Trapt | In Those Jeans – Ginuwine | Stand Up – Ludacris Featuring Shawnna | The Remedy (I Won't Worry) – Jason Mraz | Why Don't You & I – Santana Featuring Alex Band | Excuse Me Miss – Jay-Z | Jenny from the Block – Jennifer Lopez Featuring Styles & Jadakiss | Are You Happy Now? – Michelle Branch | Forever and for Always – Shania Twain | I Can – Nas | Underneath It All – No Doubt Featuring Lady Saw | If You're Not the One – Daniel Bedingfield | Thoia Thoing – R. Kelly | Here Without You – 3 Doors Down | Wanksta – 50 Cent | My Love Is Like... Wo – Mya | It's Five O'Clock Somewhere – Alan Jackson & Jimmy Buffett | Like Glue – Sean Paul | Can't Hold Us Down – Christina Aguilera Featuring Lil' Kim | My Front Porch Looking In – Lonestar | Angel – Amanda Perez | She Hates Me – Puddle Of Mudd | Don't Wanna Try – Frankie J | The Jump Off – Lil' Kim Featuring Mr. Cheeks | Intuition – Jewel | Hell Yeah – Ginuwine Featuring Baby | Beer for My Horses – Toby Keith Duet & Willie Nelson | Holidae In – Chingy Featuring Ludacris & Snoop Dogg | Suga Suga – Baby Bash Featuring Frankie J | Love of My Life (An Ode to Hip Hop) – Erykah Badu Featuring Common | Fighter – Christina Aguilera | Thugz Mansion – 2Pac | Clocks – Coldplay | Put That Woman First – Jaheim | Rain On Me – Ashanti | 19 Somethin' – Mark Wills | Can't Stop, Won't Stop – Young Gunz | Red Dirt Road – Brooks & Dunn | What Was I Thinkin' – Dierks Bentley | Flying Without Wings – Ruben Studdard | Sing for the Moment – Eminem | Have You Forgotten? – Darryl Worley | No Shoes, No Shirt, No Problems – Kenny Chesney | Come Over – Aaliyah | Sick of Being Lonely – Field Mob | Step In the Name of Love – R. Kelly | I Want You – Thalia Featuring Fat Joe | Like a Stone – Audioslave | Don't Know Why – Norah Jones | Superman – Eminem | Real Good Man – Tim McGraw Say Yes – Floetry | Yeah! – Usher Featuring Lil Jon & Ludacris | Burn – Usher | If I Ain't Got You – Alicia Keys | This Love – Maroon 5 | The Way You Move – OutKast Featuring Sleepy Brown | The Reason – Hoobastank | I Don't Wanna Know – Mario Winans Featuring Enya & P. Diddy | Hey Ya! – OutKast | Goodies – Ciara Featuring Petey Pablo | Lean Back – Terror Squad | Tipsy – J-Kwon | Confessions, Pt. II – Usher | Slow Motion – Juvenile Featuring Soulja Slim | Freek-a-Leek – Petey Pablo | Here Without You – 3 Doors Down | Slow Jamz – Twista Featuring Kanye West & Jamie Foxx | Someday – Nickelback | Naughty Girl – Beyoncé | My Immortal – Evanescence | Sunshine – Lil' Flip Featuring Lea | Dirt Off Your Shoulder – Jay-Z | Move Ya Body – Nina Sky Featuring Jabba | Dip It Low – Christina Milian | My Boo – Usher And Alicia Keys | One Call Away – Chingy Featuring J. Weav | Me, Myself and I – Beyoncé | Turn Me On – Kevin Lyttle Featuring Spragga Benz | The First Cut Is the Deepest – Sheryl Crow | You Don't Know My Name – Alicia Keys | My Place – Nelly Featuring Jaheim | Overnight Celebrity – Twista | Hotel – Cassidy Featuring R. Kelly | Numb – Linkin Park | Diary – Alicia Keys Featuring Tony! Toni! Tone! | She Will Be Loved – Maroon 5 | White Flag – Dido | Heaven – Los Lonely Boys | It's My Life – No Doubt | Pieces of Me – Ashlee Simpson | Leave (Get Out) – JoJo | Milkshake – Kelis | Splash Waterfalls – Ludacris | Jesus Walks – Kanye West | Locked Up – Akon Featuring Styles P. | Stand Up – Ludacris Featuring Shawnna | Suga Suga – Baby Bash Featuring Frankie J | All Falls Down – Kanye West Featuring Syleena Johnson | Toxic – Britney Spears | 49. Salt Shaker – Ying Yang Twins Featuring Lil Jon & The East Side Boyz | With You – Jessica Simpson | Meant to Live – Switchfoot | I Like That – Houston Featuring Chingy, Nate Dogg & I-20 | Sorry 2004 – Ruben Studdard | My Happy Ending – Avril Lavigne | On Fire – Lloyd Banks | Roses – OutKast | Walked Outta Heaven – Jagged Edge | Lose My Breath – Destiny's Child | My Band – D12 | I'm Still In Love With You – Sean Paul Featuring Sasha | Through the Wire – Kanye West | Why? – Jadakiss Featuring Anthony Hamilton | F**k It (I Don't Want You Back) – Eamon | Read Your Mind – Avant | Game Over (Flip) – Lil' Flip | One Thing – Finger Eleven | Headsprung – LL Cool J | Damn! – YoungBloodZ Featuring Lil Jon | Baby Boy – Beyoncé Featuring Sean Paul | Get Low – Lil Jon & The East Side Boyz Featuring Ying Yang Twins | Drop It Like It's Hot – Snoop Dogg Featuring Pharrell | U Should've Known Better – Monica | On the Way Down – Ryan Cabrera | Breakaway – Kelly Clarkson | Why Don't You & I – Santana Featuring Alex Band Or Chad Kroeger | Are You Gonna Be My Girl – Jet | 100 Years – Five For Fighting | Step In the Name of Love – R. Kelly | Breaking the Habit – Linkin Park | Gigolo – Nick Cannon Featuring R. Kelly | Live Like You Were Dying – Tim McGraw | Remember When – Alan Jackson | Everytime – Britney Spears | Southside – Lloyd Featuring Ashanti | Dude – Beenie Man Featuring Ms. Thing | Wanna Get to Know You – G-Unit Featuring Joe | Holidae In – Chingy Featuring Ludacris & Snoop Dogg | Let's Get It Started – Black Eyed Peas | When the Sun Goes Down – Kenny Chesney & Uncle Kracker | American Soldier – Toby Keith | Change Clothes – Jay-Z | Don't Tell Me – Avril Lavigne | You'll Think Of Me – Keith Urban | Happy People – R. Kelly | Hey Mama – Black Eyed Peas | Over and Over – Nelly Featuring Tim McGraw | Redneck Woman – Gretchen Wilson | Just Lose It – Eminem | Letters from Home – John Michael Montgomery | I Go Back – Kenny Chesney | We Belong Together – Mariah Carey | Hollaback Girl – Gwen Stefani | Let Me Love You – Mario | Since U Been Gone – Kelly Clarkson | One – Two Step – Ciara Featuring Missy Elliott | Gold Digger – Kanye West Featuring Jamie Foxx | Boulevard of Broken Dreams – Green Day | Candy Shop – 50 Cent Featuring Olivia | Don't Cha – The Pussycat Dolls Featuring Busta Rhymes | Behind These Hazel Eyes – Kelly Clarkson | Disco Inferno – 50 Cent | You and Me – Lifehouse | Don't Phunk With My Heart – The Black Eyed Peas | Lose Control – Missy Elliott Featuring Ciara & Fat Man Scoop | Shake It Off – Mariah Carey | Mr. Brightside – The Killers | Just a Lil Bit – 50 Cent | Pon de Replay – Rihanna | How We Do – The Game Featuring 50 Cent | Beverly Hills, Weezer | Oh – Ciara Featuring Ludacris | Lonely No More – Rob Thomas | Drop It Like It's Hot – Snoop Dogg Featuring Pharrell | Hate It or Love I – The Game Featuring 50 Cent | Lovers and Friends – Lil Jon & The East Side Boyz Featuring Usher & Ludacris | Soldier – Destiny's Child Featuring T.I. & Lil Wayne | Breakaway – Kelly Clarkson | Switch – Will Smith | Let Me Hold You – Bow Wow Featuring Omarion | Like You – Bow Wow Featuring Ciara | Rich Girl – Gwen Stefani Featuring Eve | My Humps – The Black Eyed Peas | Obsession (No Es Amor) – Frankie J Featuring Baby Bash | Caught Up – Usher | Listen to Your Heart – D.H.T. | Scars – Papa Roach | Feel Good Inc – Gorillaz | Let Me Go – 3 Doors Down | Holiday – Green Day | Sugar – We're Goin Down – Fall Out Boy | Grind With Me – Pretty Ricky | Run It! – Chris Brown | Photograph – Nickelback | Lonely – Akon | Collide – Howie Day | Wake Me Up When September Ends – Green Day | Slow Down – Bobby Valentino | Over and Over – Nelly Featuring Tim McGraw | Some Cut – Trillville Featuring Cutty | Get It Poppin' – Fat Joe Featuring Nelly | Play, David Banner | Soul Survivor – Young Jeezy Featuring Akon | Pimpin' All Over the World – Ludacris Featuring Bobby Valentino | My Boo – Usher And Alicia Keys | Sugar (Gimme Some) – Trick Daddy Featuring Ludacris – Lil' Kim & Cee-Lo | Karma, Alicia Keys | Speed of Sound – Coldplay | I Don't Want to Be – Gavin DeGraw | Mockingbird, Eminem | La Tortura – Shakira Featuring Alejandro Sanz | She Will Be Loved – Maroon 5 | Baby – I'm Back – Baby Bash Featuring Akon | Wait (The Whisper Song) – Ying Yang Twins | Incomplete – Backstreet Boys | Bring Em Out – T.I. | Cater 2 U, Destiny's Child | 1 Thing – Amerie | Best of You – Foo Fighters | It's Like That – Mariah Carey | Goin' Crazy, Natalie | Inside Your Heaven – Carrie Underwood | Because of You – Breakaway – Kelly Clarkson | Truth Is – Fantasia | Your Body – Pretty Ricky | Beautiful Soul – Jesse McCartney | Cool – Gwen Stefani | Get Back – Ludacris | Outta Control (Remix) – 50 Cent Featuring Mobb Deep | U Don't Know Me – T.I. | These Words – Natasha Bedingfield | Don't Lie – The Black Eyed Peas | Get Right – Jennifer Lopez | As Good As I Once Was – Toby Keith | Girlfight – Brooke Valentine Featuring Lil Jon & Big Boi | Lose My Breath – Destiny's Child | Ordinary People – John Legend | We'll Be Burning – Sean Paul | Just the Girl – The Click Five | True – Ryan Cabrera | O – Omarion | Back Then – Mike Jones | Numb / Encore – Jay-Z/Linkin Park | Wonderful – Ja Rule Featuring R. Kelly & Ashanti | I'm Sprung – T-Pain | Chariot – Gavin DeGraw | U Already Know – 112 Featuring Foxy Brown | Mississippi Girl – Faith Hill | Number One Spot – Ludacris | Give Me That – Webbie Featuring Bun B | Bad Day – Daniel Powter | Temperature – Sean Paul | Promiscuous – Nelly Furtado Featuring Timbaland | You're Beautiful – James Blunt | Hips Don't Lie – Shakira Featuring Wyclef Jean | Unwritten – Natasha Bedingfield | Crazy – Gnarls Barkley | Ridin' – Chamillionaire Featuring Krayzie Bone | SexyBack – Justin Timberlake | Check On It – Beyonce Featuring Slim Thug | Be Without You – Mary J. Blige | Grillz – Nelly Featuring Paul Wall, Ali & Gipp | Over My Head (Cable Car) – The Fray | Me & U – Cassie | Buttons – The Pussycat Dolls Featuring Snoop Dogg | Run It – Chris Brown | So Sick – Ne-Yo | It's Goin' Down – Yung Joc | SOS – Rihanna | I Write Sins Not Tragedies – Panic! At The Disco | Move Along – The All-American Rejects | London Bridge – Fergie | Dani California – Red Hot Chili Peppers | Snap Yo Fingers – Lil Jon Featuring E-40 & Sean Paul Of The YoungBloodZ | Lean Wit It, Rock Wit It – Dem Franchize Boyz Featuring Lil Peanut & Charlay | What Hurts the Most – Rascal Flatts | How to Save a Life – The Fray | Unfaithful – Rihanna | Chasing Cars – Snow Patrol | Lips of an Angel – Hinder | Everytime We Touch – Cascada | Ain't No Other Man – Christina Aguilera | Dance, Dance – Fall Out Boy | Gold Digger – Kanye West Featuring Jamie Foxx | Money Maker – Ludacris Featuring Pharrell | Ms. New Booty – Bubba Sparxxx Featuring Ying Yang Twins & Mr. ColliPark | Step Up: (When You Gonna) Give It Up to Me – Sean Paul Featuring Keyshia Cole | Photograph – Nickelback | Because of You – Kelly Clarkson | Stickwitu – The Pussycat Dolls | I'm N Luv (Wit a Stripper) – T-Pain Featuring Mike Jones | My Humps – The Black Eyed Peas | Where'd You Go – Fort Minor Featuring Holly Brook | Yo (Excuse Me Miss) – Chris Brown | Walk Away – Kelly Clarkson | Laffy Taffy – D4L | What You Know – T.I. | Dirty Little Secret – The All-American Rejects | Savin' Me – Nickelback | Don't Forget About Us – Mariah Carey | Sexy Love – Ne-Yo | U and Dat – E-40 Featuring T-Pain & Kandi Girl | Far Away – Nickelback | What's Left of Me – Nick Lachey | So What – Field Mob Featuring Ciara | Do It To It – Cherish Featuring Sean Paul Of The YoungBloodZ | Black Horse and the Cherry Tree – KT Tunstall | There It Go (The Whistle Song) – Juelz Santana | Shoulder Lean – Young Dro Featuring T.I. | Unpredictable – Jamie Foxx Featuring Ludacris | My Love – Justin Timberlake Featuring T.I. | Shake That – Eminem Featuring Nate Dogg | Pullin' Me Back – Chingy Featuring Tyrese | Bossy – Kelis Featuring Too $hort | Chain Hang Low – Jibbs | Smack That – Akon Featuring Eminem | One Wish – Ray J | Sugar, We're Goin Down – Fall Out Boy | Gimme That – Chris Brown Featuring Lil' Wayne | I Know You See It – Yung Joc Featuring Brandy 'Ms. B.' Hambrick | Who Says You Can't Go Home – Bon Jovi | Too Little – JoJo | Touch It – Busta Rhymes | Rompe – Daddy Yankee | Deja Vu – Beyonce Featuring Jay-Z | Life Is a Highway – Rascal Flatts | Call Me When You're Sober – Evanescence | Jesus, Take the Wheel – Carrie Underwood | Show Stopper – Danity Kane | Get Up – Ciara Featuring Chamillionaire | We Be Burnin' – Sean Paul | Hate Me – Blue October | You and Me – Lifehouse | Beep – The Pussycat Dolls Featuring will.i.am | I Think They Like Me – Dem Franchize Boyz Featuring Jermaine Dupri, Da Brat & Bow Wow | Say Goodbye – Chris Brown | Waiting On the World to Change – John Mayer | Soul Survivor – Young Jeezy Featuring Akon | Pump It – The Black Eyed Peas | When I'm Gone – Eminem | Hung Up – Madonna | Stay Fly – Three 6 Mafia Featuring Young Buck & Eightball & MJG | Love – Keyshia Cole | When You're Mad – Ne-Yo | Why You Wanna – T.I. | Stupid Girls – Pink | Feel Good Inc. – Gorillaz | I'm Sprung – T-Pain | Do I Make You Proud – Taylor Hicks | For You I Will (Confidence) – Teddy Geiger | Irreplaceable – Beyonce | Umbrella – Rihanna Featuring Jay-Z | The Sweet Escape – Gwen Stefani Featuring Akon | Big Girls Don't Cry – Fergie | Buy U a Drank (Shawty Snappin') – T-Pain Featuring Yung Joc | Before He Cheats – Carrie Underwood | Hey There Delilah – Plain White T's | I Wanna Love You – Akon Featuring Snoop Dogg | Say It Right – Nelly Furtado | Glamorous – Fergie Featuring Ludacris | Don't Matter – Akon | Girlfriend – Avril Lavigne | Makes Me Wonder – Maroon 5 | Party Like a Rock Star – Shop Boyz | Smack That – Akon Featuring Eminem | This Is Why I'm Hot – Mims | It's Not Over – Daughtry | The Way I Are – Timbaland Featuring Keri Hilson | Fergalicious – Fergie | Crank That – Soulja Boy Tell'em | Give It to Me – Timbaland Featuring Nelly Furtado & Justin Timberlake | What Goes Around.../...Comes Around Interlude – Justin Timberlake | Cupid's Chokehold / Breakfast in America – Gym Class Heroes Feat. Patrick Stump | How to Save a Life – The Fray | Home – Daughtry | My Love – Justin Timberlake Featuring T.I. | Stronger – Kanye West | We Fly High – Jim Jones | U + Ur Hand – Pink | Walk It Out – Unk | Beautiful Girls – Sean Kingston | This Ain't a Scene, It's an Arms Race – Fall Out Boy | Bartender – T-Pain Featuring Akon | Pop, Lock & Drop It – Huey | Runaway Love – Ludacris Featuring Mary J. Blige | Rockstar – Nickelback | Thnks Fr Th Mmrs – Fall Out Boy | What I've Done – Linkin Park | Summer Love – Justin Timberlake | You – Lloyd Featuring Lil' Wayne | Wait for You – Elliott Yamin | Last Night – Diddy Featuring Keyshia Cole | Make It Rain – Fat Joe Featuring Lil Wayne | Make Me Better – Fabolous Featuring Ne-Yo | Ice Box – Omarion | Lips of an Angel – Hinder | Waiting On the World to Change – John Mayer | Lost Without U – Robin Thicke | I'm a Flirt – R. Kelly Or Bow Wow (Featuring T.I. & T-Pain) | If Everyone Cared – Nickelback | Get It Shawty – Lloyd | Face Down – The Red Jumpsuit Apparatus | The Way I Live – Baby Boy Da Prince Featuring Lil Boosie | Shortie Like Mine – Bow Wow Featuring Chris Brown & Johnta Austin | It Ends Tonight – The All-American Rejects | A Bay Bay – Hurricane Chris | Because of You – Ne-Yo | I Tried – Bone Thugs-N-Harmony Featuring Akon | Welcome to the Black Parade – My Chemical Romance | Shawty – Plies Featuring T-Pain | Chasing Cars – Snow Patrol | Beautiful Liar – Beyonce & Shakira | SexyBack – Justin Timberlake | Keep Holding On – Avril Lavigne | Let It Go – Keyshia Cole Featuring Missy Elliott & Lil Kim | Apologize – Timbaland Featuring OneRepublic | Bubbly – Colbie Caillat | Like a Boy – Ciara | Who Knew – Pink | Never Again – Kelly Clarkson | Promise – Ciara | Bed – J. Holiday | Throw Some D's – Rich Boy Featuring Polow Da Don | Rehab – Amy Winehouse | Big Things Poppin' (Do It) – T.I. | No One – Alicia Keys | The Great Escape – Boys Like Girls | 2 Step – Unk | Walk Away (Remember Me) – Paula DeAnda Featuring The DEY | Go Getta – Young Jeezy Featuring R. Kelly | Here (In Your Arms) – Hellogoodbye | On the Hotline – Pretty Ricky | Wind It Up – Gwen Stefani | Cyclone – Baby Bash Featuring T-Pain | Break It Off – Rihanna & Sean Paul | First Time – Lifehouse | Ayo Technology – 50 Cent Featuring Justin Timberlake & Timbaland | Outta My System – Bow Wow Featuring T-Pain & Johnta Austin | Teardrops On My Guitar – Taylor Swift | Shut Up and Drive – Rihanna | Snow (Hey Oh) – Red Hot Chili Peppers | Money Maker – Ludacris Featuring Pharrell | Kiss Kiss – Chris Brown Featuring T-Pain | Far Away – Nickelback | Rock Yo Hips – Crime Mob Featuring Lil Scrappy | LoveStoned – Justin Timberlake | Better Than Me – Hinder | Paralyzer – Finger Eleven | That's That Shit – Snoop Dogg Featuring R. Kelly | Same Girl – R. Kelly Duet With Usher | Low – Flo Rida Featuring T-Pain | Bleeding Love – Leona Lewis | No One – Alicia Keys | Lollipop – Lil Wayne Featuring Static Major | Apologize – Timbaland Featuring OneRepublic | No Air – Jordin Sparks Duet With Chris Brown | Love Song – Sara Bareilles | Love In This Club – Usher Featuring Young Jeezy | With You – Chris Brown | Forever – Chris Brown | Sexy Can I – Ray J & Yung Berg | Take a Bow – Rihanna | Viva la Vida – Coldplay | I Kissed a Girl – Katy Perry | Whatever You Like – T.I. | Disturbia – Rihanna | Don't Stop the Music – Rihanna | Pocketful of Sunshine – Natasha Bedingfield | Kiss Kiss – Chris Brown Featuring T-Pain | Closer – Ne-Yo | Bubbly – Colbie Caillat | Touch My Body – Mariah Carey | 4 Minutes – Madonna Featuring Justin Timberlake | So What – Pink | Paralyzer – Finger Eleven | Clumsy – Fergie | I'm Yours – Jason Mraz | Leavin' – Jesse McCartney | Dangerous – Kardinal Offishall Featuring Akon | Tattoo – Jordin Sparks | See You Again – Miley Cyrus | Shake It – Metro Station | Stop and Stare – OneRepublic | Take You There – Sean Kingston | Paper Planes – M.I.A. | Hot N Cold – Katy Perry | Live Your Life – T.I. Featuring Rihanna | Bust It Baby, Pt. 2 – Plies Featuring Ne-Yo | American Boy – Estelle Featuring Kanye West | Got Money – Lil Wayne Featuring T-Pain | Our Song – Taylor Swift | Damaged – Danity Kane | A Milli – Lil Wayne | Sorry – Buckcherry | Independent – Webbie Featuring Lil' Phat & Lil' Boosie | Can't Believe It – T-Pain Featuring Lil Wayne | Like You'll Never See Me Again – Alicia Keys | Teardrops On My Guitar – Taylor Swift | When I Grow Up – The Pussycat Dolls | Sensual Seduction – Snoop Dogg | What You Got – Colby O'Donis Featuring Akon | It's Not My Time – 3 Doors Down | Better In Time – Leona Lewis | Crank That – Soulja Boy Tell'em | Shadow of the Day – Linkin Park | Sweetest Girl (Dollar Bill) – Wyclef Jean Featuring Akon, Lil Wayne & Niia | Miss Independent – Ne-Yo | Fall for You – Secondhand Serenade | In the Ayer – Flo Rida Featuring will.i.am | Say – John Mayer | One Step At a Time – Jordin Sparks | Hate That I Love You – Rihanna Featuring Ne-Yo | Superstar – Lupe Fiasco Featuring Matthew Santos | Suffocate – J. Holiday | Let It Rock – Kevin Rudolf Featuring Lil Wayne | Get Like Me – David Banner Featuring Chris Brown | Realize – Colbie Caillat | Put On – Young Jeezy Featuring Kanye West | The Time of My Life – David Cook | Lolli Lolli (Pop That Body) – Three 6 Mafia Featuring Project Pat, Young D & Superpower | Cyclone – Baby Bash Featuring T-Pain | Love Like This – Natasha Bedingfield Featuring Sean Kingston | Burnin' Up – Jonas Brothers | Love Lockdown – Kanye West | I Luv Your Girl – The-Dream | Crush – David Archuleta | Hypnotized – Plies Featuring Akon | Big Girls Don't Cry – Fergie | Good Life – Kanye West Featuring T-Pain | Womanizer – Britney Spears | Love Story – Taylor Swift | Just Fine – Mary J. Blige | Piece of Me – Britney Spears | The Boss – Rick Ross Featuring T-Pain | All Summer Long – Kid Rock | Can't Help But Wait – Trey Songz | In Love With a Girl – Gavin DeGraw | My Life – The Game Featuring Lil Wayne | I Remember – Keyshia Cole | Flashing Lights – Kanye West Featuring Dwele | Mrs. Officer – Lil Wayne Featuring Bobby Valentino & Kidd Kidd | 7 Things – Miley Cyrus | You're Gonna Miss This – Trace Adkins | Love Remains the Same – Gavin Rossdale | Feels Like Tonight – Daughtry | The Way I Are – Timbaland Featuring Keri Hilson | Addicted – Saving Abel | Into the Night – Santana Featuring Chad Kroeger | Heaven Sent – Keyshia Cole | She Got It – 2 Pistols Featuring T-Pain & Tay Dizm | Boom Boom Pow – The Black Eyed Peas | Poker Face – Lady Gaga | Just Dance – Lady Gaga Featuring Colby O'Donis | I Gotta Feeling – The Black Eyed Peas | Love Story – Taylor Swift | Right Round – Flo Rida | I'm Yours – Jason Mraz | Single Ladies (Put a Ring On It) – Beyonce | Heartless – Kanye West | Gives You Hell – The All-American Rejects | You Belong With Me – Taylor Swift | Dead and Gone – T.I. Featuring Justin Timberlake | You Found Me – The Fray | Use Somebody – Kings Of Leon | Knock You Down – Keri Hilson Featuring Kanye West & Ne-Yo | Blame It – Jamie Foxx Featuring T-Pain | I Know You Want Me (Calle Ocho) – Pitbull | Live Your Life – T.I. Featuring Rihanna | Kiss Me Thru the Phone – Soulja Boy Tell 'em Featuring Sammie | Down – Jay Sean Featuring Lil Wayne | The Climb – Miley Cyrus | Best I Ever Had – Drake | My Life Would Suck Without You – Kelly Clarkson | Halo – Beyonce | Hot N Cold – Katy Perry | Second Chance – Shinedown | Circus – Britney Spears | Day 'n' Nite – Kid Cudi | Party In the U.S.A. – Miley Cyrus | Don't Trust Me – 3OH!3 | Run This Town – Jay-Z, Rihanna & Kanye West | Let It Rock – Kevin Rudolf Featuring Lil Wayne | Fire Burning – Sean Kingston | Whatcha Say – Jason DeRulo | LoveGame – Lady Gaga | Waking Up In Vegas – Katy Perry | Birthday Sex – Jeremih | Sober – Pink | Womanizer – Britney Spears | Whatever You Like – T.I. | Obsessed – Mariah Carey | Mad – Ne-Yo | Good Girls Go Bad – Cobra Starship Featuring Leighton Meester | Love Lockdown – Kanye West | So What – Pink | Hotel Room Service – Pitbull | Crack a Bottle – Eminem, Dr. Dre & 50 Cent | If I Were a Boy – Beyonce | Turnin Me On – Keri Hilson Featuring Lil Wayne | I Hate This Part – The Pussycat Dolls | Gotta Be Somebody – Nickelback | Please Don't Leave Me – Pink | Paparazzi – Lady Gaga | Beautiful – Akon Featuring Colby O'Donis & Kardinal Offishall | Viva la Vida – Coldplay | Right Now (Na Na Na) – Akon | Battlefield – Jordin Sparks | Sugar – Flo Rida Featuring Wynter | Miss Independent – Ne-Yo | Fireflies – Owl City | New Divide – Linkin Park | Empire State of Mind – Jay-Z + Alicia Keys | No Surprise – Daughtry | She Wolf – Shakira | Break Up (feat. Gucci Mane & Sean Garrett) – Mario | Sweet Dreams – Beyonce | Every Girl – Young Money | Fallin' for You – Colbie Caillat | Untouched – The Veronicas | If Today Was Your Last Day – Nickelback | Throw It In the Bag – Fabolous Featuring The-Dream | Love Drunk – Boys Like Girls | I Love College – Asher Roth | If U Seek Amy – Britney Spears | Big Green Tractor – Jason Aldean | White Horse – Taylor Swift | Disturbia – Rihanna | 21 Guns – Green Day | Turn My Swag On – Soulja Boy Tell'em | Rockin' That Thang – The-Dream | Chicken Fried – Zac Brown Band | Diva – Beyonce | Replay – Iyaz | Then – Brad Paisley | Her Diamonds – Rob Thomas | How Do You Sleep? – Jesse McCartney Featuring Ludacris | 3 – Britney Spears | Forever – Drake Featuring Kanye West, Lil Wayne & Eminem | One Time – Justin Bieber | I Run to You – Lady Antebellum | I Do Not Hook Up – Kelly Clarkson | Green Light – John Legend Featuring Andre 3000 | People Are Crazy – Billy Currington | Whatever It Is – Zac Brown Band | Already Gone – Kelly Clarkson | Goodbye – Kristinia DeBarge | Say Hey (I Love You) – Michael Franti & Spearhead Featuring Cherine Anderson | Pop Champagne – Jim Jones & Ron Browz Featuring Juelz Santana | Pretty Wings (Uncut) – Maxwell | Never Say Never – The Fray | Tik Tok – Ke$ha | Need You Now – Lady Antebellum | Hey, Soul Sister – Train | California Gurls – Katy Perry Featuring Snoop Dogg | OMG – Usher Featuring will.i.am | Airplanes – B.o.B Featuring Hayley Williams of Paramore | Love the Way you Lie – Eminem Featuring Rihanna | Bad Romance – Lady Gaga | Dynamite – Taio Cruz | Break Your Heart – Taio Cruz Featuring Ludacris | Nothin' On You – B.o.B Featuring Bruno Mars | I Like It – Enrique Iglesias Featuring Pitbull | BedRock – Young Money Featuring Lloyd | In My Head – Jason Derulo | Rude Boy – Rihanna | Telephone – Lady Gaga Featuring Beyonce | Teenage Dream – Katy Perry | Just the Way You Are – Bruno Mars | Cooler Than Me – Mike Posner | Imma Be – The Black Eyed Peas | Empire State of Mind – Jay-Z + Alicia Keys | DJ Got Us Fallin' In Love – Usher Featuring Pitbull | Billionaire – Travie McCoy Featuring Bruno Mars | Not Afraid – Eminem | Replay – Iyaz | Sexy Chick – David Guetta Featuring Akon | Breakeven (Falling to Pieces) – The Script | Your Love Is My Drug – Ke$ha | I Gotta Feeling – The Black Eyed Peas | Fireflies – Owl City | Say Aah – Trey Songz Featuring Fabolous | Find Your Love – Drake | Alejandro – Lady Gaga | Ridin' Solo – Jason Derulo | Just a Dream – Nelly | How Low – Ludacris | Like a G6 – Far East Movement Featuring Cataracs & Dev | Carry Out – Timbaland Featuring Justin Timberlake | Haven't Met You Yet – Michael Buble | Club Can't Handle Me – Flo Rida Featuring David Guetta | Down – Jay Sean Featuring Lil Wayne | Bulletproof – La Roux | Whatcha Say – Jason Derulo | Baby – Justin Bieber Featuring Ludacris | Whataya Want From Me – Adam Lambert | Mine – Taylor Swift | Only Girl (In The World) – Rihanna | Live Like We're Dying – Kris Allen | Hard – Rihanna Featuring Jeezy | Young Forever – Jay-Z + Mr. Hudson | Blah Blah Blah – Ke$ha Featuring 3OH!3 | Bottoms Up – Trey Songz Featuring Nicki Minaj | Do You Remember – Jay Sean Featuring Sean Paul & Lil Jon | All the Right Moves – OneRepublic | According to You – Orianthi | My Chick Bad – Ludacris Featuring Nicki Minaj | You Belong With Me – Taylor Swift | Meet Me Halfway – The Black Eyed Peas Take It Off – Ke$ha | Over – Drake | Animal – Neon Trees | Misery – Maroon 5 | Magic – B.o.B Featuring Rivers Cuomo | Paparazzi – Lady Gaga | Tie Me Down – New Boyz Featuring Ray J | Your Love – Nicki Minaj | Party In the U.S.A. – Miley Cyrus | Deuces – Chris Brown Featuring Tyga & Kevin McCall | 3 – Britney Spears | Impossible – Shontelle | Forever – Drake Featuring Kanye West, Lil Wayne & Eminem | Two Is Better Than One – Boys Like Girls Featuring Taylor Swift | My First Kiss – 3OH!3 Featuring Ke$ha | Already Gone – Kelly Clarkson | Rock That Body – The Black Eyed Peas | Secrets – One Republic | Naturally – Selena Gomez & The Scene | Un-thinkable (I'm Ready) – Alicia Keys | All I Do Is Win – DJ Khaled Featuring T-Pain, Ludacris, Snoop Dogg & Rick Ross | I Made It (Cash Money Heroes) – Kevin Rudolf Featuring Birdman, Jay Sean, & Lil Wayne | Stuck Like Glue – Sugarland | Hey Daddy (Daddy's Home) – Usher Featuring Plies | There Goes My Baby – Usher | Today Was a Fairytale – Taylor Swift | Say Something – Timbaland Featuring Drake | Sweet Dreams – Beyonce | Use Somebody – Kings Of Leon | Undo It – Carrie Underwood | Eenie Meenie – Sean Kingston & Justin Bieber | Right Above It – Lil Wayne Featuring Drake | The House that Built Me – Miranda Lambert | If I Die Young – The Band Perry | The Only Exception – Paramore | American Honey – Lady Antebellum | Kaleidoscope Heart – Sara Bareilles | Life After You – Daughtry | Smile – Uncle Kracker | Teach Me How to Dougie – Cali Swag District | Try Sleeping With a Broken Heart – Alicia Keys | Lover, Lover – Jerrod Niemann | Rolling in the Deep – Adele | Party Rock Anthem – LMFAO featuring Lauren Bennett & GoonRock | Firework – Katy Perry | E.T. – Katy Perry featuring Kanye West | Give Me Everything – Pitbull featuring Ne-Yo, Afrojack & Nayer | Grenade – Bruno Mars | F**k You (Forget You) – Cee Lo Green | Super Bass – Nicki Minaj | Moves Like Jagger – Maroon 5 featuring Christina Aguilera | Just Can't Get Enough – The Black Eyed Peas | On The Floor – Jennifer Lopez featuring Pitbull | S&M – Rihanna | Pumped Up Kicks – Foster the People | Last Friday Night (T.G.I.F.) – Katy Perry | Just the Way You Are – Bruno Mars | Tonight (I'm Lovin' You) – Enrique Iglesias featuring Ludacris & DJ Frank E | Raise Your Glass – P!nk | Born This Way – Lady Gaga | F**kin' Perfect – P!nk | What's My Name? – Rihanna featuring Drake | Look At Me Now – Chris Brown featuring Lil Wayne & Busta Rhymes | Down On Me – Jeremih featuring 50 Cent | How to Love – Lil Wayne | Someone Like You – Adele | Good Life – OneRepublic | The Lazy Song – Bruno Mars | Till the World Ends – Britney Spears | The Show Goes On – Lupe Fiasco | The Edge of Glory – Lady Gaga | We R Who We R – Ke$ha | Black and Yellow – Wiz Khalifa | Tonight Tonight – Hot Chelle Rae | Blow – Ke$ha | Lighters – Bad Meets Evil featuring Bruno Mars | If I Die Young – The Band Perry | Stereo Hearts – Gym Class Heroes featuring Adam Levine | The Time (Dirty Bit) – The Black Eyed Peas | Coming Home – Dirty Money featuring Skylar Grey | Hey Baby (Drop It to the Floor) – Pitbull featuring T-Pain | Only Girl (In the World) – Rihanna | 6 Foot 7 Foot – Lil Wayne fea turing Cory Gunz | Just a Kiss – Lady Antebellum | Dirt Road Anthem – Jason Aldean | Dynamite – Taio Cruz | No Hands – Waka Flocka Flame featuring Roscoe Dash & Wale | I Wanna Go – Britney Spears | I'm On One – DJ Khaled featuring Drake, Rick Ross & Lil Wayne | You Make Me Feel... – Cobra Starship featuring Sabi | Yeah 3X – Chris Brown | Moment 4 Life – Nicki Minaj featuring Drake | I Need a Doctor – Dr. Dre featuring Eminem & Skylar Grey | Just a Dream – Nelly | Motivation – Kelly Rowland featuring Lil Wayne | Stereo Love – Edward Maya & Vika Jigulina | Jar of Hearts – Christina Perri | Roll Up – Wiz Khalifa | Sexy and I Know It – LMFAO | Rocketeer – Far*East Movement featuring Ryan Tedder | All of the Lights – Kanye West | Hold It Against Me – Britney Spears | More – Usher | What the Hell – Avril Lavigne | Written In the Stars – Tinie Tempah featuring Eric Turner | Bottoms Up – Trey Songz featuring Nicki Minaj | DJ Got Us Fallin' In Love – Usher featuring Pitbull | For the First Time – The Script | Honey Bee – Blake Shelton | Don't You Wanna Stay – Jason Aldean With Kelly Clarkson | We Found Love – Rihanna featuring Calvin Harris | Pretty Girl Rock – Keri Hilson | Yoü and I – Lady Gaga | Like a G6 – Far*East Movement featuring Cataracs & Dev | Without You – David Guetta featuring Usher | Back to December – Taylor Swift | Teenage Dream – Katy Perry | Crazy Girl – Eli Young Band | Cheers (Drink to That) – Rihanna | Who Says – Selena Gomez & The Scene | Barefoot Blue Jean Night – Jake Owen | Knee Deep – Zac Brown Band featuring Jimmy Buffett | Country Girl (Shake It for Me) – Luke Bryan | Remind Me – Brad Paisley Duet With Carrie Underwood | In the Dark – Dev | Backseat – New Boyz featuring The Cataracs & Dev | Headlines – Drake | Best Thing I Never Had – Beyonce | Don't Wanna Go Home – Jason Derulo | Where Them Girls At – David Guetta featuring Flo Rida & Nicki Minaj | She Ain't You – Chris Brown | Take a Back Road – Rodney Atkins | Please Don't Go – Mike Posner | Sure Thing – Miguel | Price Tag – Jessie J featuring B.o.B | God Gave Me You – Blake Shelton | She Will – Lil Wayne featuring Drake | Are You Gonna Kiss Me or Not – Thompson Square | Animal – Neon Trees | You and Tequila – Kenny Chesney featuring Grace Potter | Colder Weather – Zac Brown Band | My Last – Big Sean featuring Chris Brown | Gotye – Somebody That I Used To Know | fun. – We Are Young (feat. Janelle Monae) | Psy – Gangnam Style | Fun. – Some Nights | Flo Ride – Wild Ones (feat. Sia) | Ellie Goulding – Lights | One Direction – What Makes You Beautiful | The Wanted – Glad You Came | Flo Rida – Whistle | Adele – Set Fire To The Rain | Adele – Rolling In The Deep | Alex Care – Too Close | Maroon 5 – One More Night | Katy Petty – Wide Awake | Taylor Swift – We Are Never Ever Getting Back Together | Flo Rida – Good Feeling | Owl City – Good Time (feat. Carly Rae Jepsen) | Jason Mraz – I Won't Give Up | Adele – Someone Like You | Christina Perri – A Thousand Years | Little Big Town – Pontoon | Kelly Clarkson – Stronger (What Doesn't Kill You) | LMFAO – Party Rock Anthem | Train – Drive By | Neon Trees – Everybody Talks | Maroon 5 – Payphone | Toby Keith – Red Solo Cup | Hunter Hayes – Wanted | Bruno Mars – It Will Rain | Maroon 5 – Moves Like Jagger | The Lumineers – Ho Hey | Bruno Mars – Locked Out Of Heaven | Katy Perry – Part Of Me | Rihanna – Diamonds | Calvin Harris – Feel So Close | Nicki Minaj – Starships | Of Monsters And Men – Little Talks | Selena Gomez & The Scene – Love You Like A Love Song | Snoop Dogg & Wiz Khalifa – Young, Wild & Free (feat. Bruno Mars) | Luke Bryan – Drunk On You | Adele – Skyfall | Jason Mraz – I'm Yours | Karmin – Brokenhearted | Carrie Underwood – Blown Away | Foster The People – Pumped Up Kicks | Taio Cruz – Dynamite | Pitbull – Back In Time | Demi Lovato – Give Your Heart A Break | The Band Perry – If I Die Young | Grouplove – Tongue Tied | Jessie J – Domino | Coldplay – Paradise | Train – 50 Ways To Say Goodbye | Luke Bryan – I Don't Want This Night To End | Eric Church – Springsteen | Justin Bieber – As Long As You Love Me | Taylor Swift – I Knew You Were Trouble | Kip Moore – Somethin' 'bout A Truck | Jennifer Lopez feat. Pitbull – Dance Again | Jay Z – Ni**as In Paris | AWOLNATION – Sail | Gloriana – (Kissed You) Good Night | Linkin Park – Burn It Down | Florida Georgia Line – Cruise | Katy Perry – Firework | Flo Rida – I Cry | Carly Rae Jepsen – Call Me Maybe | Tyga – Rack City | Taylor Swift – Safe & Sound (feat. The Civil Wars) | Imagine Dragons – It's Time | Lmfao – Party Rock Anthem | Lady Antebellum – Need You Now | Phillip Phillips – Home | Lee Brice – Hard To Love | Gym Class Heroes – Ass Back Home (feat. Neon Hitch) | David Guetta – Without You (feat. Usher) | Taylor Swift – Eyes Open | Matchbox Twenty – She's So Mean | Ne-Yo – Let Me Love You (Until You Learn To Love Yourself) | Katy Perry – The One That Got Away | Taylor Swift – Mean | Miranda Lambert – Over You | Lee Brice – A Woman Like You | Eli Young Band – Even If It Breaks Your Heart | Skrillex – Bangarang (feat. Sirah) | Pitbull Featuring Chris Brown – International Love | Blake Shelton – God Gave Me You | Calvin Harris – Let's Go | Tim McGraw – Truck Yeah | David Guetta – Titanium (feat. Sia) | Dierks Bentley – 5-1-5-0 | Write This Down – Maxïmo Park | Treatment – Labrinth | The Same Love – Paul Baloche | The Official Fit Les Olympics Anthem – Fit Les | The Girl With the Holiday Smile – Lyle Lovett | The Ballad of Rush Limbaugh – Nona Hendryx | Sunrise – Rascal Flatts | You Ain't Alone – Toby Keith | The End Is Where We Begin – Thousand Foot Krutch | The Forgotten – Green Day

Since its launch in 2003, iTunes has revolutionised the way we consume music and, arguably, revived the declining demand for singles. Whatever your taste in music, iTunes' extensive library could satisfy the appetite with a click of the button.

Everywhere the same but different.

20

’04

Hong Kong: First 3G network in Hong Kong, with over 99% coverage

Hong Kong: World’s first to pioneer 3G coverage in subways and elevators

Sweden: First with free calls on net, mobile video dating, mobile reality shows and mobile positioning service

’05

Denmark: Three customers became the first to watch TV on their mobile

Hong Kong: Launched video conferencing service on 3G video mobile phones

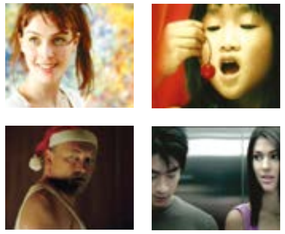
Ireland: Shook up Irish market with great value plans and services

UK: Launched SpinVox – the world’s first voicemail-to-text service

Images from the Milan Forum 2004 book, showing the different advertising that was taking place

The Three brand was the same, but different, everywhere. Given the need to gain a foothold in each market, different countries took different approaches, all based around the idea of Three as a challenger to the status quo. They shared these approaches in regular global forums hosted by Hutchison Whampoa’s brand group, WHAM.

Some of the advertising was wacky but people noticed it and talked about it. In Australia there was Team America; in Denmark there was the reactionary character called Claus who became a national talking point; in the UK there was the singing cherry and the jellyfish, described as “Head and shoulders above other mobile phone ads at the moment” in the ad industry’s *Campaign* magazine. These were ads about satisfying people’s unmet needs but the reality was that, at least for the short term, Three needed to generate income in the usual way of a mobile phone company – by persuading people to make more calls and send more texts. This was true in all different parts of the world. Italy presented Three as the ‘new generation’ brand, while taking a sophisticated black and white approach to appeal to the business market. Sweden introduced the equality concept with equal and fair conditions for pre- and post-paid agreements.



Photos of the Milan Forum 2004

Making connections.

20

’04

Australia: Reached 1,950 base stations

UK: Launched UK’s first live mobile video news and entertainment channel

Hong Kong: Received *Capital* magazine’s award Best Mobile Network Service Provider

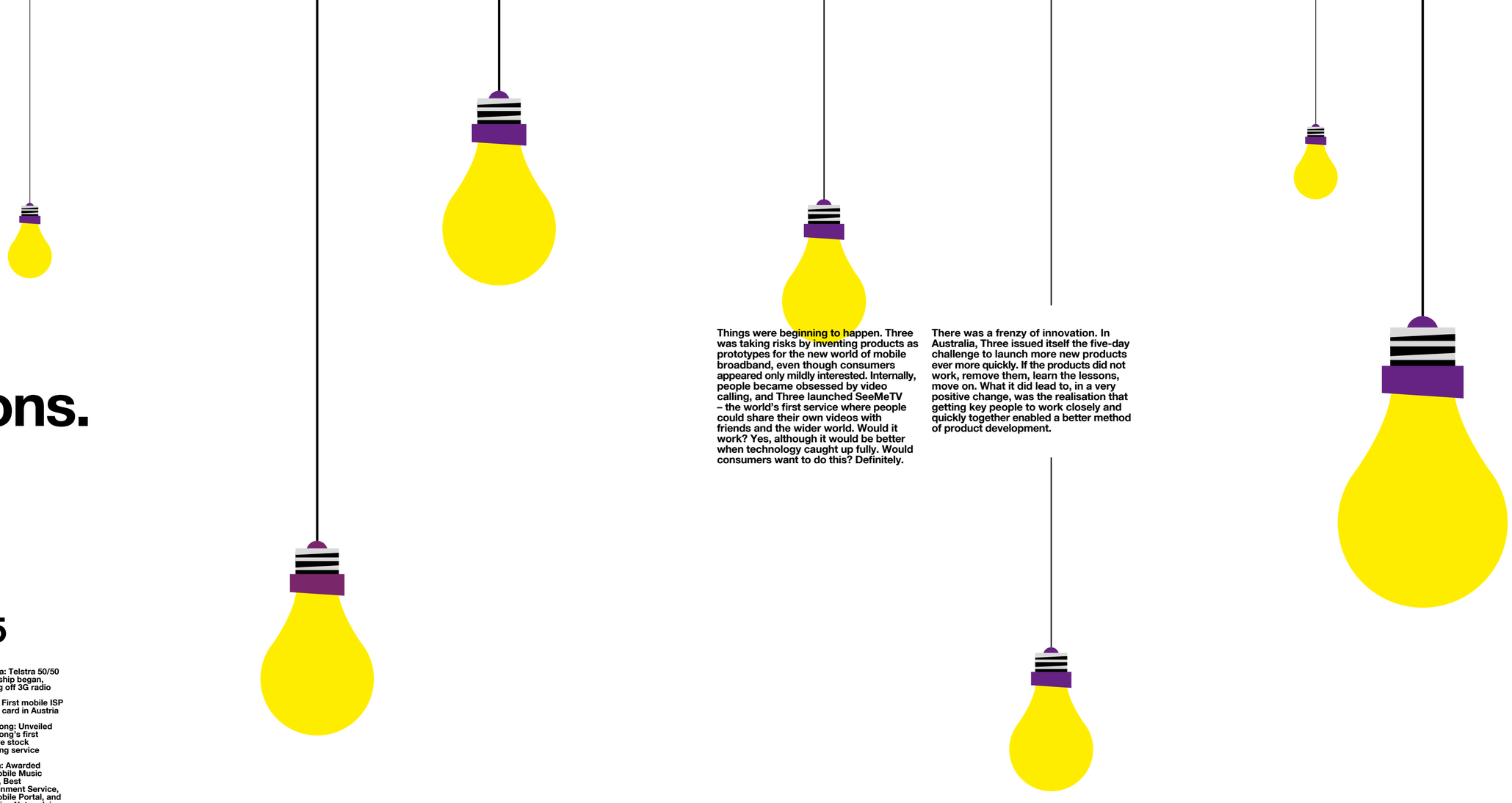
’05

Australia: Telstra 50/50 partnership began, spinning off 3G radio

Austria: First mobile ISP prepaid card in Austria

Hong Kong: Unveiled Hong Kong’s first real-time stock streaming service

Sweden: Awarded Best Mobile Music Service, Best Entertainment Service, Best Mobile Portal, and Best Voice Network in City Regions



Things were beginning to happen. Three was taking risks by inventing products as prototypes for the new world of mobile broadband, even though consumers appeared only mildly interested. Internally, people became obsessed by video calling, and Three launched SeeMeTV – the world’s first service where people could share their own videos with friends and the wider world. Would it work? Yes, although it would be better when technology caught up fully. Would consumers want to do this? Definitely.

There was a frenzy of innovation. In Australia, Three issued itself the five-day challenge to launch more new products ever more quickly. If the products did not work, remove them, learn the lessons, move on. What it did lead to, in a very positive change, was the realisation that getting key people to work closely and quickly together enabled a better method of product development.

Portraits of employees from the ‘More than a Number’ project

Ready to play.

20

’04

Austria: Started 3MobileTV

Hong Kong: Named Mobile Operator of the Year Hong Kong

Italy: All-inclusive tariffs introduced – first in Italy

UK: With BMG, created first mobile jukebox, streaming music videos to mobiles

’05

Australia: Continued its own retail 3G business independently and achieved 65 company stores

Hong Kong: Won the Best of Mobile Phone Operator Award

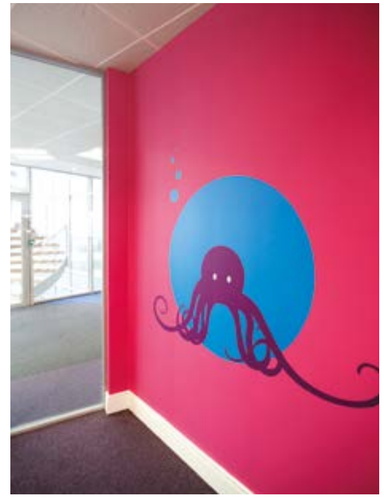
UK: Premiered Madonna’s latest single exclusively in partnership with Warner Music

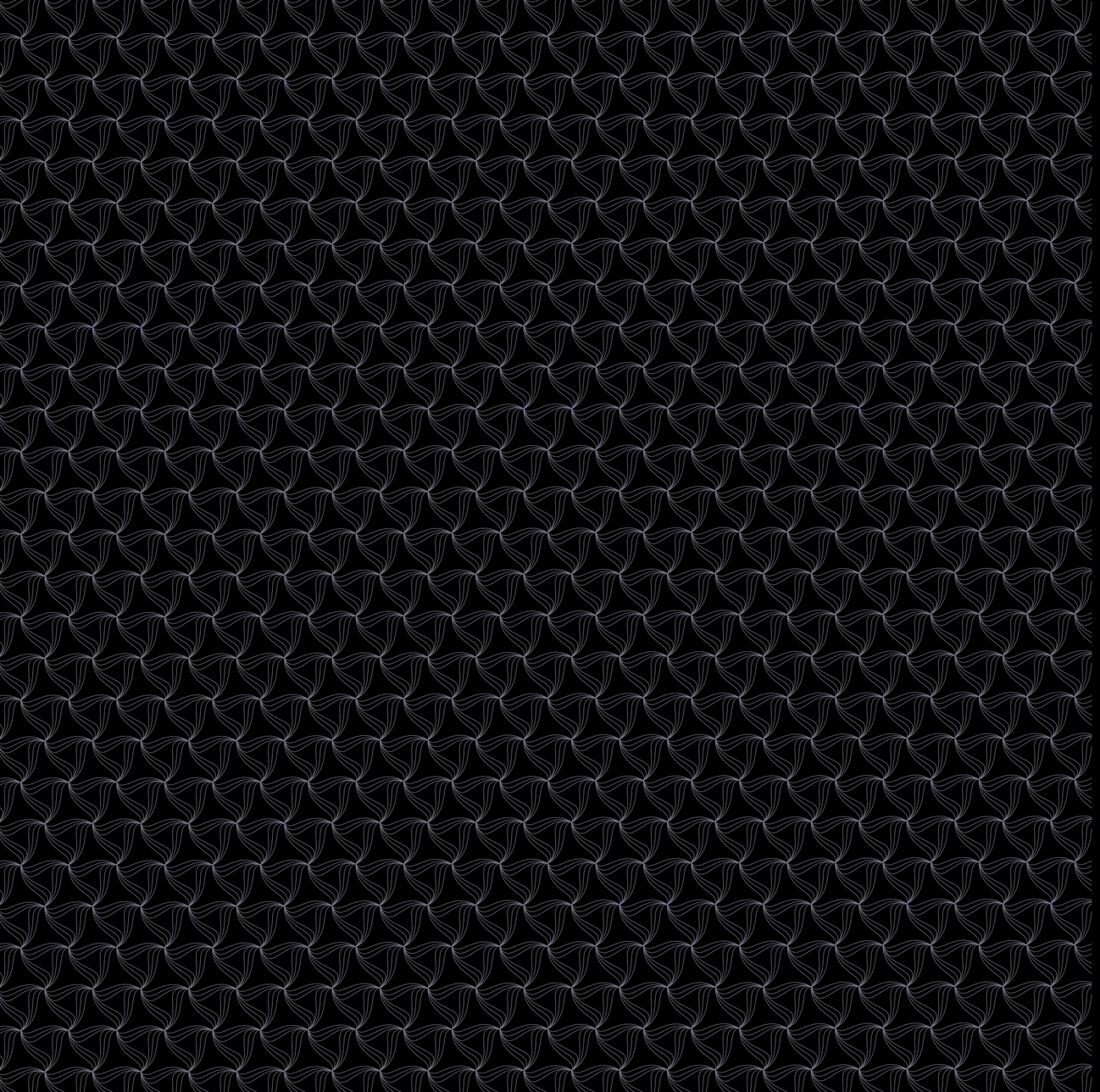
There was no appetite for accepting the status quo, and that feeling was stronger in Three than in any of its competitors. It was something you could feel, coming from the outside – indeed visitors remarked that it would be impossible for them to create the culture they experienced even when arriving in Three UK’s head office reception. They found themselves sitting in the middle of a basketball match with a hoop positioned at one end of the reception area. When they were taken into the meeting, in the café, they saw stylish photographs of Three’s own people on the walls. The photos were not of people using handsets but displaying their talents and passions for out-of-work activities such as sport, dancing and art. All this stemmed from the brand’s belief – and investment – in the importance of its own culture. The brand started on the inside so that it would be authentic when it went outside – if ‘play’ mattered to customers, then it mattered just as much to employees.

This attitude was important in creating a consistent approach to customers worldwide. Three’s quest for innovation was not born out of a fascination with the future, engineering possibilities with technology, but from a shared understanding of what matters in the lives of consumers. It was intent on providing services for ‘who you are in the world as it is’ rather than who you should be in the world as it might be.

There was no mission to change people’s behaviour, simply to better fulfil aspirations.

Bringing the brand to life in different office environments





Australia
Austria
Denmark
Hong Kong
Indonesia
Ireland
Italy
Sweden
United Kingdom

+
Global
Brand Forums

Australia

Three Australia achieved early success after launching in 2003. It all happened quickly, thanks mainly to our dedicated team of people. We entered a crowded mobile market where the odds were heavily weighted towards the incumbents, but Three Australia's people managed to shake things up and make a difference.

This came through, particularly in the retail experience where honesty and openness counted. Our team, aligned behind our purpose and vision, forged together by a strong culture, were clear and engaging in their messages. We delivered much lower prices, along with innovative services. This was something Australia had not seen before.

Along the way there were problems to do with service and handset issues that were not surprising, but could have been avoided with hindsight. But we were honest about the problems, learned quickly from our mistakes and presented a united front as a team. Everyone was on the same page, messages were consistent. As a result, the brand developed rapidly, with positive word-of-mouth endorsement.

This puzzled our competitors who could not match or mimic our approach. Profitability followed, and we achieved fast, double digit growth.

This growth, together with our powerful relationship with consumers, was attractive to Vodafone, a major player in the market. This led to a 50/50 merger in 2009 even though Vodafone had been established in the market for 10 years longer.

Store interior

Supporting the Australian cricket team

Supporting the McGrath Foundation, a charity formed by cricketing legend Glen McGrath

Working with the Australian cricket team in Three's TV commercial

Austria

This is the story of a new company that was born rebellious and thrived on it, to grow up as a successful and mature adult. When Three Austria launched in 2003 it entered one of Europe's most competitive markets. It did so with an offer and a technology that few people knew or understood. It had a network that failed to live up to expectations and just a few (in all honesty) ugly-looking handsets to prove its claims of a new era of modern communication.

But we were rebellious from the start, always doing things differently because that was our DNA. We offered Videofonie, 3MobileTV, 3LikeHome and a strong focus on the mobile internet. We became known as innovators from the start, always first to market with new services.

We grew up fast. Soon we became accepted and respected for all the things we were trying – and those things were succeeding with customers who increasingly liked what they were getting. This gave our competitors a really hard time. We were being awarded for building the best network in Austria and became the indisputable smartphone expert. More and more people realised that we saw the signs of the times before others did, as we revolutionised mobile internet with 3WebCube, integrated social media and gave free internet use to all Austrians.

We achieved this through the passion of our own people, becoming the driving force and most successful brand in the Austrian market. This enabled us to take over our much bigger competitor Orange Austria in 2013 to become a major player with an even brighter future.

Progression of the Three logo over the years

Launch of products such as 3Superphones and 3WebCube positioned Three as innovators

TV Commercial depicting the growth of Three, reaching 1 million customers

Denmark

The Danish telecommunications market, is intensely competitive, with four network operators and more than 25 MVNOs. Ten of these are fully owned by the network operators.

The number of operators was already high when Three Denmark entered this developed market in 2003. The focus had been the deployment of the 2G network. This all changed with the entry of Three Denmark.

Since then we have been the most technologically advanced company in the market. We have positioned ourselves as people who shake up the conventional approach to doing business. We have challenged the other operators from the very beginning, being the first company to introduce the Danes to mobile broadband, two years before competitors were able to offer the service. This was only the beginning, and we have since been first to market with several other products, such as video telephony and the music app 3Player which won the prize for best music app at 3GSM World. Our customers were the first to watch TV on their mobiles, and we were the first to allow the Danes to share their data usage across platforms.

Mobile data has been the focus right from the beginning, particularly to offer speed and coverage. We have set the standard and were the first to enable maximum speeds of up to 3.0Mbps. Today, we provide the best 4G/LTE products and services in the market. Our constant focus on technological development has resulted in numerous awards for the Best Network in Denmark.

Through intense and consistent marketing initiatives, Three Denmark has a brand image as the market leader in smartphone/iPhone, 4G/LTE and as an innovative company. We continue fighting to keep our technological lead in the market.

Three Denmark opened Europe's biggest mobile store in 2011

Our customers are the young frontrunners – we are present where they go, for example through our sponsorship of Roskilde Festival, the largest music event of Northern Europe

MIT 3 is an app that helps each customer to keep track of their mobile usage

Hong Kong

The One Love One World campaign

Three HK launched Hong Kong's first 3G network in 2004, which rapidly expanded to cover 99.9% of the territory.

Using sophisticated technology, we tempted customers with a spectrum of 3G content. With HSDPA network in action in 2006, we introduced X-Series, making PC, TV and internet available on mobile devices. We subsequently received the 'Most Innovative Mobile Operator Service Award'.

We reshaped the perception of the USB modem as being for business use only, bringing a series of signature-designed '3reedom' modems to mass market. Partnering with Yahoo!HK provided free mobile surfing on the Yahoo!HK website, making mobile broadband affordable and irresistible to everyone.

In 2008, mobile devices were no longer limited to voice and text communications. We introduced a wide range of data-centric mobile devices, including the territory's exclusive and first-in-Greater-China launch of iPhone 3G. We also took the lead by providing revamped tariffs of unlimited WiFi and abundant data usage.

We led again by launching Data Roaming Daily Pass for unlimited data usage at a daily flat rate.

In 2012 the 'One Love, One World' campaign announced our partnership with Vodafone and Conexus to deliver extensive roaming coverage worldwide, and ushered in a new era of 4G LTE mobile communications. As the sole operator in Hong Kong we supply iPad with amazing subscription offers.

We're committed to constant product development. Our partnership with WhatsApp Inc. unveiled the world's first WhatsApp Roaming/Local Pass, providing hassle-free access both overseas and locally at a flat fee. Recent collaborations with Fixmo means that the 3 Super Safe service can protect smartphone users' personal data and privacy.

We have 150+ sales outlets including Three's own stores, franchised stores and sales points at the Fortress chain, plus 3MALL online store. By meeting the international ISO standard we prove our commitment to excellence in customer service.

Flagship store in the heart of Hong Kong

WhatsApp and 3 Super Safe campaigns, highlighting our unique services and partnerships

Indonesia

We're six years old and getting stronger, an ideas company that never stops innovating. With 21 million subscribers and growing, our ambition is to lead Indonesia in the mobile internet market by providing the best-in-class data service experience.

From 2007 to 2008 we became Indonesia's fastest growing network, covering 2,000 cities and 75% of the population even on launch day. Innovative products, first to market in Indonesia, included free SMS, unlimited YM and Facebook with an SMS-based platform.

We became the first operator in Indonesia to deal with the world's largest football brand, Manchester United. For the first time, in 2009, this football-crazy country had direct access to one of the biggest clubs in the world, ranging from players' appearances to digital content. This partnership took the brand to another level of market acceptance and national attention.

In 2010 we shifted our focus from talk and text to mobile internet, and aggressively went about winning Indonesia's market. A massive investment in the network led to 1,406 3G sites in eight cities, growing to 13,900 sites in 150 cities by 2013.

The mobile telecommunications sector in Indonesia is predominantly a prepaid subscription market, and is projected to remain so. The market is characterised by small cash transactions delivered by third party retailers that Three and other service providers have no direct control over. We have developed products to meet specific opportunities in this market.

NG (Next Generation) is an online integrated sales and distribution system that allows us to directly communicate, commission and influence retailers.

BimaTri, first in Indonesia, is a personal digital assistant, an intuitive app, with push notification ability that reminds customers when to top up. The app had become the top 10 most downloaded app in Google Play and Apple Appstore Indonesia, with around 100,000 downloads just one week after the launch.

TRIms (thank you card), treats Tri loyal customers with a form of virtual cash that integrates retailers in the redemption process.

We continue to develop new ideas for our market and beyond.

TRIms is a customer loyalty programme

BimaTri is an app that helps customers to keep track of their personal mobile usage

Ireland

We're Ireland's largest high speed network and fastest-growing mobile operator. When we launched in 2005, we shook up a stale and uncompetitive market with great value price plans and services. Today, as a result, the Irish mobile market is very different.

We have a track record of being first for consumers – we brought Skype to mobile first, introducing a Skypephone; first to launch mobile broadband; first to introduce innovative price plans like FlexiFix, then All You Can Eat Data. We also brought Irish customers 3LikeHome, which delivers domestic rates on Three's networks abroad.

We have invested €800 million in building our network and we continue to invest as our customer base grows. We now reach 99.5% of the population for voice and text, with 97% population coverage for mobile broadband/internet.

In 2008, Three won the Government contract to roll out broadband services to the remaining 10% of the country without adequate broadband. This has now connected many new consumers and businesses in rural Ireland to broadband and all its benefits.

We're a big Irish sports supporter. In 2010, we became the proud sponsor of the Irish national football team. The deal allows us to work with over 450,000 footballers from over 2,000 clubs nationwide, who can earn their local club money by switching to Three.

We have 28 of our own stores across the country and many more independently-owned Three Stores run by local mobile specialists. Three is also sold in all major outlets nationwide.

In 2012 we acquired LTE spectrum portfolio at lowest cost, doubling our current spectrum holding. This will support Three's strategy of continued investment in our network long-term, improving coverage nationwide and enabling speeds of up to 180Mbps.

Star footballer Richard Dunne of the Irish national team poses for Three

Three was chosen by the Government to roll out broadband services with The National Broadband Scheme

An advert promoting the iPhone 4

Italy

Three Italia was the first mobile operator in the world to launch UMTS as a commercial service in 2003 and offering mobile communication services, internet and TV.

In 2004 we were the first Italian player to introduce all-inclusive tariffs with voice, texts, internet and mobile phones included.

In 2006 we launched the first digital mobile TV in the world and the first HSDPA commercial offer, which made mobile broadband services available for the mass market.

We entered agreements with Microsoft, Google, Yahoo!, eBay and Skype in 2007 to offer internet services through mobile connection, and launched the first mobile phone with embedded Skype.

In 2009, we launched the first low-priced Socialphone, specifically designed for social media. The following year we further focused on network development by increasing the infrastructure's capacity fourfold in order to cope with the booming demand for mobile internet connectivity.

In 2011, we won 25% of LTE frequencies that the Italian Government had put up for auction. By investing €1 billion we started a two-year plan to further enhance the network's coverage and performance. As a result we now own the most widespread 42Mbps network in Italy, covering almost 80% of the Italian population and nearly 4,000 cities.

At the end of 2012, we presented our mobile 4G LTE broadband, launching the services in Rome and Milan. Our target is to cover urban areas by the end of 2013.

With more than 9.3 million customers, Three Italia is the fourth mobile player in Italy by range of customers, and the market leader for data traffic and mobile internet use through smartphones and tablets.

Store interior

Vincenzo Novari (above left) with Minister of Economic Development, Corrado Passera, at the launch of Three Italia's LTE services

Both speaking to Canning Fok (left) through the first LTE intercontinental video conference in the world

Sweden

In 2000 a 3G licence was awarded and in 2003 Three Sweden became the nation's first brand to offer 3G and video calls. Even in the first year Three Sweden was named Newcomer of the Year. A string of first-to-market activities followed with mobile TV, mobile music, and messaging services, garnering mentions as Best TV Service, Best Music Service and Best Messaging Service.

In Sweden, Three aimed to build its position as an innovator with its technology, and soon launched novelty mobile services such as video dating, reality shows and navigational services.

In the following years Three's innovations would be recognised in a series of awards, making it without doubt best-in-show in Sweden. The one we're probably most proud of is the award for Sweden's Best Data Network, won for the last five years.

But not all awards have been for Three's products and services. Other titles in the cabinet are Best Working Place and Best Working Place for Women; and perhaps it was this working environment that inspired the in-house marketing department to win Best Creative Campaign among in-house agencies in 2010.

We continue to innovate. 2011 saw the launch of the world's first 'Live Shop', where customers could talk and interact with Three online, and in 2012 we were first to launch a self-service app for smartphones, as well as a mobile switchboard app for business customers.

2012 was the most successful year in Three Sweden's history. We launched a new communication platform and a TVC concept around 'The Man From Three'. This grew to become very popular among customers, and recently we saw a new incarnation in a mobile app game based on one of the commercials.

We're still growing and we're sure that the next 10 years will be even better than the first.

The initial launch in 2003

Celebrating the royal marriage with the people – 'Hoping you will soon be 3'

Examples of advertising campaigns throughout the years

The success of the music service, together with TV and messaging, laid the foundations

United Kingdom

Three entered the UK market in 2003. We did so with a promise to challenge established ideas of what a mobile could do and change things for the benefit of consumers.

Being such a pioneer wasn't easy. The network and early 3G handsets struggled to meet our aspirations. We believed the internet should be at the very heart of mobile whereas the established operators were more used to controlling and charging every event experienced on a mobile. For them the internet was just for PCs.

The content we craved wasn't there for mobiles, so we built our own, beating YouTube to hosting and promoting user-generated video by years. We led the mobile music market, partnering with the best to bring football, games, comedy and on-demand TV.

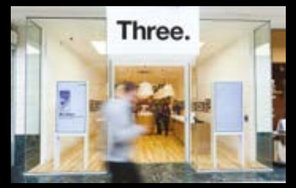
In 2006 we launched the X-Series, a combination of apps and a generous data bundle. With eBay, free internet calling, instant messaging and streaming video, the X-Series brought unmetered internet access to mobile for the first time.

Next year we upgraded our network big time, delivering the promise of mobile broadband to a mass market. The network built for the internet grew steadily stronger. We doubled its size through a smart network-sharing deal. Huge investment created the UK's biggest ultrafast network. While others blocked internet apps, we embraced them, even building the Skypephone to make mobile Skype easy to enjoy.

But we had to change the way the industry worked too. Mobile termination rates, the cause of the high cost of calling mobiles, had to come down. Our campaign changed the rules. In 2010 came The One Plan, a massive bundle of minutes, texts and data; then we added true All You Can Eat Data and brought data bills down further. Now we're the UK's fast-growing mobile company.

The first Skypephone

A campaign for a public petition against high mobile call rates



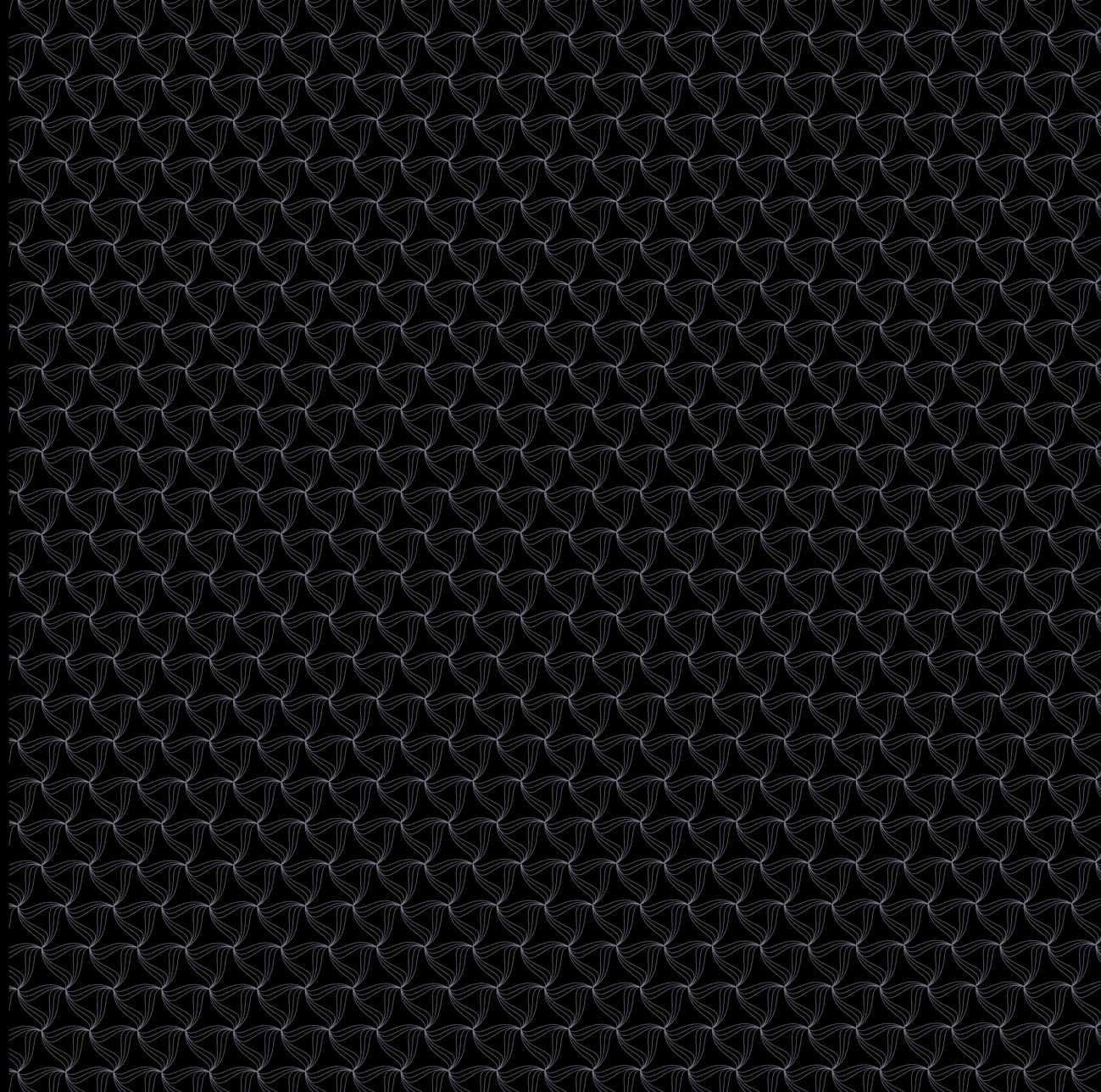
The latest generation of stores – integrating the offline with online to improve the customer experience

Bus advertising – network built for internetting

Global brand forums

Three brand forums have taken place every year since 2003. They were held in Milan, Vienna, Stockholm, Dublin, and London

three.com
three.com.au
drei.at
3.dk
three.com.hk
tri.co.id
three.ie
tre.it
tre.se
three.co.uk



Genau so, wie Sie es sich immer gewünscht haben

Som du ville have det

您想之道

Seperti yang kamu inginkan

Tutto quello che volevi

Som du ville ha det

The way you wanted it.

20 ’06

In 2006 the pace of technological and commercial change accelerated further

Twitter and BluRay launched

Google bought YouTube

Nintendo brought out Wii

— Coming together
— Wanting to be free
— The brightest stars

Coming together.

20

’06

Denmark: Launched first successful 3G mobile

Hong Kong: Launched HSDPA network territory-wide

Italy: First digital mobile phone in the world

Sweden: First with HSDPA

UK: X-Series, launched in London, opened up the internet on mobile

Three’s approach had always been to focus on satisfying people’s real needs, not imposing new technology on them. Three wanted to create ever richer, more fulfilling experiences, while removing any restrictions to getting them. This led Three to focus on two areas. Delivering true mobile broadband, and secondly the need to get the basics right. Reliable networks. The right handsets. Delivering great value. Despite industry doubts that this would be feasible, Three brought all of these together in 2006 in the X-Series.

Three had scored many firsts, bringing mobile broadband closer to everyday reality. SeeMeTV allowed customers to share videos on mobiles for the first time. Music downloads took off, giving Three the world’s first mobile gold disc. Dual downloads were introduced with the thought that it was fair and natural not to treat music on mobile and computer as separate transactions. Three streamed the first live concert to mobiles and premiered Madonna, Robbie Williams and James Blunt videos. There were more games, more TV available, and the creation of communities to share pictures, films and gossip with friends.

Wanting to be free.

20 ’06

Austria: HSDPA across entire network

Denmark: Music app 3Player won prize for Best Music App at 3GSM World

Hong Kong: Helped form Conexus Mobile Alliance for global roaming services

Ireland: Introduced 3Pay, new pre-pay service

UK: Won Best Digital Music Service at the Music Week Awards

It was not a problem, but it became increasingly clear that the challenge was to harness the power of the web rather than to replicate it. X-Series represented a huge breakthrough. It changed thinking about the relationships between the web, mobile communication, access and value. Around the world, consumers had embraced the web on their PCs. Part of that embrace was the acceptance that the web was, effectively, free to use as much as you liked. If broadband was now enabling instant access to the web on PCs, why should mobile be different? The only thing holding back from that natural next step was the commercial models of existing telcos, built around the selling of restricted packages.

Freedom had always been an important aspect of the Three brand. The launch of X-Series still took many people by surprise. From a consumer’s point of view, Three attempted to give you everything you expected – and more. Consumer expectations were that web use should be free. With better handsets and network coverage you should also be free to use it wherever you were, whenever you wanted, not chained to a fixed device at home or in an office. But from the point of view of business analysts this thinking was a shock:

“How can you throw away such a successful money-making model?”

For Three success would be built on satisfying the customer better. Giving them the internet as it was meant to be.

The brightest stars.

20

’06

Austria: Roaming revolution 3LikeHome

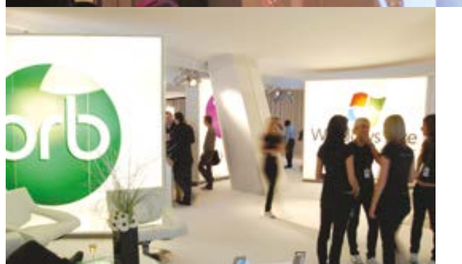
Ireland: Partnered Carphone Warehouse to sell products in 48 stores

Ireland: Hit 3G network roll-out milestone with 80% population coverage

Sweden: Awarded Best Customer Service, Best Music Service (twice), and Best Messaging Service (SIME)

The X-Series launch event in Battersea, London

The X-Series was launched at a press conference in London that went worldwide. Three brought together on the same platform the best of the web – leading players to endorse the approach. Top figures from Nokia, Sony Ericsson, Microsoft, Skype, Google, eBay and many more spoke of their excitement. These partners of Three, the ‘brightest stars from the broadband universe’ saw a leap forward in the way consumers could mobilise the essential tools of the internet.



“A key milestone in the development of the internet.”

Meg Whitman, eBay.

“Three. Such an innovative company Such a pioneer in the space to bring broadband to mobile.”

Niklas Zennstrom, Skype.

“It needed somebody to make the first move. We now know who’s taking the first moves in this business.”

Sony Ericsson.

Simplicity was the key. In an industry where companies had thrived by creating complexity, Three cut through to what HWL’s CFO, Frank Sixt, described as:

“One simple but compelling proposition: it’s free when you use it.”

Thinking differently.

20

’07

The subprime mortgage crisis started in the USA, and its ripples spread across the world

Apple launched the iPhone

’08

The world financial crisis deepened, with the collapse of Bear Stearns and Lehman Brothers together with a whole series of events that shook the world’s economies

Bill Gates stepped down from Microsoft

The App Store and Spotify were launched

’09

Barack Obama was inaugurated as US President after a campaign urging change – “Yes we can”

General Motors went bankrupt

Michael Jackson died

The European sovereign debt crisis began

— Change was in the air
— Getting it right

Change was in the air.

20

’07

Australia: HSDPA activated, bringing peak speeds of up to 3.6Mbps

Denmark: Three introduced the Danes to mobile broadband

Denmark: Launched X-Series with Sling Media, Yahoo!, Google, Microsoft, Orb and Skype

Hong Kong: Launched X-Series services

Ireland: Entered business market with Business Sharer plan for SMEs

Italy: Launched first mobile phone to offer Skype

UK: Launched Skypephone, the first mobile to allow free Skype-to-Skype calls

’08

Denmark: Aalborg University study documented that our network is “the best 3G network in Denmark” with seven other network awards to follow

Hong Kong: First operator in Greater China to offer iPhone 3G

Ireland: National Broadband Scheme rolled out to last 10% of Ireland

Ireland: First to bring Skype to mobile with low call costs

Sweden: First with mobile Skype

UK: INQ[1] integrated social networking into the heart of the handset

’09

Austria: Social networking available, 3AppStore launched

Denmark: Won contract with Copenhagen airport

Denmark: Launched iPhone 3GS – quickly perceived as the number one iPhone provider

Hong Kong: Received 11 industry awards, recognition of superb service quality

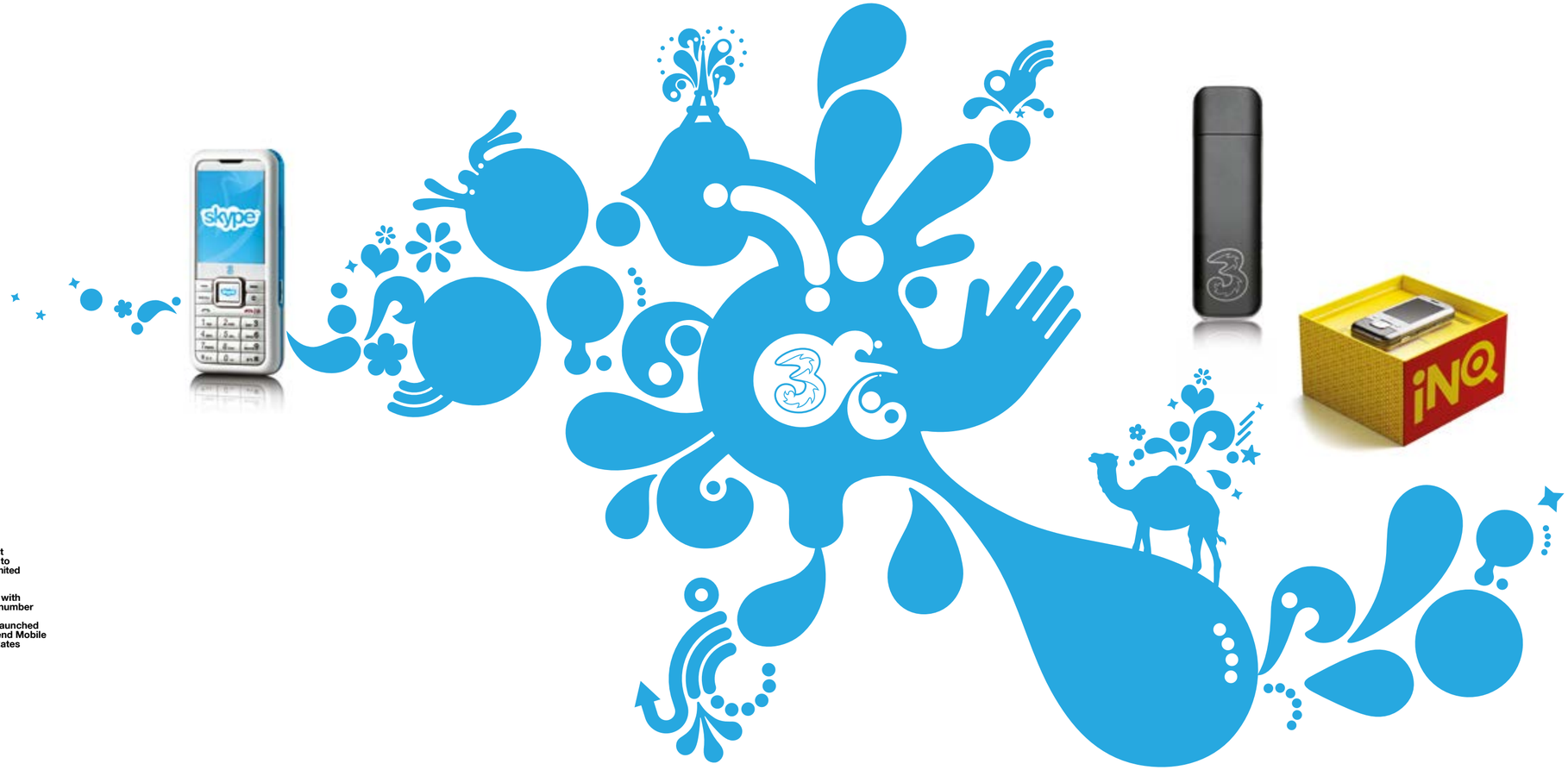
Hong Kong: First to release Unlimited Data Roaming Daily Pass

Ireland: Sponsorship of Irish Open built brand awareness overnight

Indonesia: First to provide link to Manchester United brand content

Sweden: First with mobile home number

UK: With BT, launched campaign to end Mobile Termination Rates



The X-Series led to the development of the first Skypephone

Three’s X-Series changed the rules for mobile. For the first time, you could use as much data as you wanted without thinking about the cost. The handset industry, though, was not yet producing the data centric devices that could truly take advantage of this. So Three developed its own.

The Skypephone focused on instant free calls for a one-off monthly fee.

The INQ[1], the mobile web phone by Three’s global handset team, won the award for World’s Best Handset.

And Three’s dongles allowed consumers, for the first time, to get web access everywhere on PC and laptop without paying for data.

The X-Series also led to a new generation of products such as dongles and the INQ mobile phones that focused on data

Getting it right.

20

’07

Austria: First high definition mobile TV

Hong Kong: Won Most Innovative Mobile Operator Service Award

Indonesia: Fastest growing network in market after launch

Ireland: First to upgrade entire network to high speed broadband

Sweden: Awarded Best Data Network (2007-2012), Best Mobile Broadband, IT Company of the Year, Best Customer Service, Best Mobile Portal and Best Messaging Service

UK: Launched mobile broadband with high speed packet data services

’08

Austria: Biggest 3G network in Austria

Denmark: 96% voice coverage and 86% data coverage of Danish population

Hong Kong: Launched mobile 3.0 to open up personalised infotainment

Hong Kong: The only operator to offer Handset Replacement Plan in HK

Ireland: Deal with BT to switch on 7.2Mbps broadband capability

Sweden: Awarded Best Data Network (2007-2012), Best Customer Service and Best Mobile TV Service

’09

Austria: Mobile ISP market leader

Australia: Merged with Vodafone to form new 50/50 joint venture

Denmark: Set the standard, increasing nominal maximum speed of mobile broadband to 21Mbps

Hong Kong: Introduced KKBOX - world's largest collection of Chinese music downloads

Ireland: €1 million investment in 21 retail stores following unprecedented growth

Italy: Socialphone launched for social media

Sweden: Awarded Best Mobile Utility Service, Best Working Place (Great place to work Institute) and Best Working Place for Women

Australia: ‘Get the iPhone’ blog set up to petition Steve Jobs for the iPhone

The first Apple iPhone 3G transformed mobile usage from talk and text, to data

The last few years have seen a huge change in the ways we see and use mobile devices. Building on innovations begun by Three, the manufacturers moved from producing talk and text phones with data as an add-on, to creating truly connected devices.

With the iPhone 3G in 2008 and the iPad in 2010, Apple created objects of desire which put data at the centre.

Meanwhile Samsung, Nokia, HTC and others launched a wide variety of smart devices for every type of need.

All this changed the game. Now is the age of the smart mobile.

What Three predicted at the beginning of our journey has happened. People are surfing, browsing, buying, listening, sharing and facebooking every day on their devices. It is their library and their TV, and a million other apps.

And they can’t imagine life without it.

While the manufacturers were building for this new world, so was Three. A massive upgrade of its networks made sure it was the network that set the standard for delivering the new services people wanted.

On your side.

20

’10

A wave of unrest, leading to the Arab Spring uprising, started to sweep the Middle East and was recorded as it was happening on social media

Facebook reached 500 million users

’11

The Tunisian and Egyptian governments collapsed

The world’s most wanted terrorist Osama bin Laden was killed

Steve Jobs died

’12

Aung San Suu Kyi, recently released from a Burmese prison, accepted the Nobel Peace Prize

The London Olympic and Paralympic Games were watched by record audiences

The internet turned 30

— Mobile Consumer Champion
— First principles

Facebook has become integral to the way hundreds of millions of people socialise, keep in touch, share information and have fun. Three has the best mobile broadband network, that was built for the internet and Facebook is a prime example of how we enable people to enjoy everything they love with no hassle.

Mobile Consumer Champion.

Three made an even more explicit commitment to customer satisfaction, positioning itself as The Mobile Consumer Champion.

Three would be the network operator that was on the side of the customer, delivering what they really wanted, and expected.

– Mobile internet as it should be
– Access, not restriction
– Making mobile better
– Challenging regulatory restrictions
– World class retail experience

20

’10

Hong Kong: Received 20 industry awards presented by various organisations

Indonesia: Focus on data led to big network investment (from 1,406 3G sites in 2010 to 13,900 by 2013)

Ireland: ‘Do things you never thought possible. Three your mind’ campaign

Sweden: Best Working Place (second year running), and Best Creative Campaign (Swedish Royal wedding)

UK: In-car WiFi so passengers can connect to the internet on the go

’11

Austria: Awarded Best Network in German-speaking Area

Denmark: Opened Europe’s biggest mobile store

Ireland: First All You Can Eat Data on Billpay and Prepay plans

Italy: Invested to create most widespread network in Italy, covering 80% of the population in 4,000 cities

Sweden: Appreciated partner to Swedish hockey – ‘Fastest on the puck’

UK: Introduced All You Can Eat options for Pay As You Go customers

’12

Austria: Free internet use for all

Denmark: 37.6% of all data traffic is on our network – 10% point above nearest competitor

Hong Kong: Received 17 industrial awards reinforcing our leading market position

Hong Kong: Data Roaming Daily Pass coverage extended to 78 destinations and 93 networks

Ireland: Free Samsung Galaxy S III on all its Flex Max 24-month plans

Ireland: Strategic partnership with Vodafone Ireland: 50/50 joint venture company

Ireland: iPhone 5 customers offered market-leading price plans

Ireland: Acquired strong LTE spectrum portfolio at lowest cost

UK: Launched Ultrafast network – bringing even faster mobile internet speeds

Sweden: Best Data Network for the past four years

The Mobile Consumer Champion positioning was realised in the form of The One Plan

First principles.

There had been a revolution in the Zeitgeist and in technology. Three had played its part. There had been a vision and the world had benefitted from visionary people in many countries and companies. But visions do not happen overnight and they involve an immense amount of effort to make them happen. Underpinning it all there needs to be simplicity and clarity about essential principles. For Three, although established from the outset, these have strengthened over the years as events have proved their worth and relevance.

If the principles are right, you show them in everything you do. Three's brand identity has evolved as time and events suggested. Now the identity is recognisably the same everywhere, yet different where it needs to be to respond to market differences.

The visual aspects of the brand present a consistent face to the consumer, which help reflect and reinforce Three's clear principles.

Three has now been on this journey for 10 years. What sets it apart is that it hasn't been just a traveller on the journey but it has been out there challenging and leading the way. Three's founding beliefs have been vindicated. The power of the Natural Next Step. Creating access where there was restriction. And, most importantly, standing for – not against – what the consumer wants.

20

'10

Austria: Reached 1 million customers, and introduced 3Superphones and 3Videothek

Denmark: A big step in the business market – won the bid for the State

Hong Kong: Launched 3Books, the largest one-stop mobile eBook platform

Ireland: Proud sponsor of Irish football team, also working with grassroots

Sweden: Reached 1 million customers

UK: Groundbreaking One Plan tariff, with All You Can Eat Data

'11

Austria: Introduced 3WebCube

Hong Kong: Received 22 industrial awards, among those, some were granted to 3Books

Hong Kong: 3MALL online store provided 24/7 subscription and free delivery service

Ireland: Groundbreaking new iPhone 4 pricing – first for free

Ireland: Contract with BT: 200 new mobile sites, support for a further 1,000

Sweden: First in the world with 3LiveShop

UK: Won a two-year battle to reduce Mobile Termination Rates

'12

Austria: Won Best Network award for the second time

Austria: Acquisition of Orange Austria (completed in 2013)

Denmark: 4G/LTE launched with speeds up to 70Mbps

Hong Kong: Launched dual-band 4G LTE service in 2012, and provided coverage to MTR network

Hong Kong: Strategic partnership with Vodafone in HK as part of Conexus Mobile Alliance

Hong Kong: Launched 3 Super Safe superior smartphone security service

Hong Kong: The only operator in HK to offer the iPad

Hong Kong: 3Roam WiFi provides unlimited WiFi surfing overseas

Italy: Market leader in mobile internet use and launched mobile 4G LTE broadband

Sweden: Telecom Operator of the Year

Sweden: Market leader in ARPU

Sweden: First with self service app and mobile switch app

Sweden: Largest subscriber growth within Swedish telecom

UK: Hosted first public Video Voicecall – between two members of government
Sweden: First with free calls on net, mobile video dating, mobile reality shows and mobile positioning service
UK: Launched first Pay As You Use tariff
Sweden: First with videocalls, 3G, bundled plans, mobile portal and mobile self-service
Sweden: Awarded Newcomer of the Year
03/03/03
A new company called Three launched
Sweden: Only at Three, national hockey and football content
UK: Gave customers free access to Barclaycard Premiership highlights
99%
Hong Kong: First 3G network in Hong Kong, with coverage over
2004
Sweden: Awarded Best Mobile Music Service, Best Entertainment service, Best mobile portal, and Best voice network in city regions
Hong Kong: World's first to pioneer 3G coverage in subways and elevators
Hong Kong: Named 'Mobile Operator of the Year Hong Kong'
Hong Kong: Launched video conferencing service on 3G video mobile phones
Austria: First mobile ISP prepaid card in Austria
Denmark: Three customers became the first to watch TV on their mobile
Ireland: Shook up Irish market with great value plans and services
UK: With BMG, created first mobile jukebox, streaming music videos to mobiles
Australia: Base stations reached
1,950
Italy: All-inclusive tariffs introduced – first in Italy
Ireland: Deal with BT to switch on 7.2Mbps broadband capability
Austria: Biggest 3G network in Austria
UK: INQ[1] integrated social networking into the heart of the handset
Denmark: Launched X-Series with Sling Media, Yahoo!, Google, Microsoft, Orb and Skype
Austria: Started 3MobileTV
UK: Launched UK's first live mobile video news and entertainment channel
Italy: Launched first mobile phone to offer
Skype
Australia: HSDPA activated, bringing peak speeds of up to
3.6Mbps
Denmark: Three introduced the Danes to mobile broadband
Hong Kong: Launched X-Series services
Sweden: Awarded Best Data Network (2007-2012), Best Mobile Broadband, IT Company of the Year, Best Customer Service, Best Mobile Portal and Best Messaging Service
Hong Kong: Won The Most Innovative Mobile Operator Service Award
Ireland: Proud sponsor of Irish football team, also working with grassroots
Ireland: Entered business market with Business Sharer plan for SMEs
Austria: First high definition mobile TV
Ireland: First to upgrade entire network to high speed broadband
Indonesia: Fastest growing network in market after launch
UK: Launched mobile broadband with high speed packet data services
Sweden: First with mobile Skype
UK: Launched Skypephone, the first mobile to allow free Skype-to-Skype calls
2008
Sweden: Awarded Best Data Network (2007-2012), Best Customer Service and Best Mobile TV Service
Hong Kong: Launched mobile 3.0 to open up personalised infotainment
2007
Ireland: First to bring Skype to mobile with low call costs
Hong Kong: First operator in Greater China to offer iPhone 3G
Hong Kong: The only operator to offer Handset Replacement Plan in HK
10%
Ireland: National Broadband Scheme rolled out to last 10% of Ireland
Denmark: Aalborg University study documents that our network is 'the best 3G network in Denmark' with seven other network awards to follow
Denmark: 96% voice coverage and 86% data coverage of Danish population
UK: Won a two-year battle to reduce Mobile Termination Rates
Ireland: Groundbreaking new iPhone 4 pricing – first for free
Ireland: Contract with BT: 200 new mobile sites, support for a further 1,000
Sweden: Best Working Place (second year running), and Best Creative Campaign (Swedish Royal wedding)
Denmark: Opened Europe's biggest mobile store
Austria: Introduced 3WebCube
Sweden: First in the world with 3LiveShop
Ireland: First All You Can Eat Data on Billpay and Prepay plans
Denmark: A big step in the business market – won the bid for the State
3Books
Hong Kong: Launched 3Books, the largest one-stop mobile eBook platform
Sweden: Appreciated partner to Swedish hockey – 'Fastest on the puck'
Italy: Invested to create most widespread network in Italy, covering 80% of the population in 4,000 cities
Denmark: 37.6% of all data traffic is on our network – 10% point above nearest competitor
2011
UK: In-car WiFi so passengers can connect to the internet on the go
Austria: Awarded Best Network in German-speaking area
UK: Introduced All You Can Eat options for Pay As You Go customers
22
Hong Kong: Received 22 industrial awards, for innovation and content of 3Books
Sweden: Market leader in ARPU
70Mbps
Denmark: 4G/LTE launched with speeds up to 70Mbps
Hong Kong: 3MALL online store provided 24/7 subscription and free delivery service
2012
Hong Kong: Unveiled Hong Kong's first real-time stock streaming service
Denmark: Launched first successful 3G mobile
Hong Kong: Launched HSDPA network territory-wide
Australia: Continued its own successful 3G business retail strategy, independently operating 99 dedicated company stores
Sweden: First with HSDPA
UK: X-Series, launched in London, opened up the internet on mobile
Hong Kong: Helped form Conexus Mobile Alliance for global roaming services
Sweden: Awarded Best Customer Service, Best Music Service (twice), and Best Messaging Service (SIME)
Denmark: Music app 3Player won prize for Best Music App at 3GSM World
UK: Launched SpinVox – the world's first voicemail-to-text service
50/50
Australia: Telstra 50/50 partnership began, spinning off 3G radio
Italy: First digital mobile phone in the world
Austria: HSDPA across entire network
Ireland: Hit 3G network roll-out milestone with 80% population coverage
Ireland: Partnered Carphone Warehouse to sell products in 48 stores
Hong Kong: Received Capital Magazine's Best Mobile Network Service Provider
Hong Kong: Won the Best of Mobile Phone Operator Award
UK: Premiered Madonna's latest single exclusively in partnership with Warner Music
UK: Won Best Digital Music Service at the Music Week Awards
Ireland: Introduced 3Pay, new pre-pay service
2006
Indonesia: Investment led to 1,406 3G sites (and growing)
Austria: Roaming revolution 3LikeHome
Denmark: Set the standard, increasing nominal maximum speed of mobile broadband to
21Mbps
Ireland: Sponsorship of Irish Open built brand awareness overnight
Italy: Socialphone launched for social media
Ireland: 'Do things you never thought possible. Three your mind' campaign
Austria: Social networking available, 3AppStore launched
1st
Hong Kong: First to release Unlimited Data Roaming Daily Pass
Austria: Mobile ISP market leader
Ireland: €1 million investment in 21 retail stores following unprecedented growth
Hong Kong: Received 20 industry awards presented by various organisations
20
1million
Sweden: Reached 1 million customers
Austria: Reached 1 million customers, and introduced 3Superphones and 3Videothek
Denmark: Won contract with Copenhagen airport
11
Hong Kong: Received 11 industry awards, recognition of superb service quality
Denmark: Launched iPhone 3GS – quickly perceived as the number one iPhone provider
Sweden: First with mobile home number
Hong Kong: Introduced KKBOX - world's largest collection of Chinese music downloads
Indonesia: First to provide link to Manchester United brand content
Sweden: Awarded Best Mobile Utility Service, Best Working Place (Great place to work Institute) and Best Working Place for Women
2009
UK: With BT, launched campaign to end Mobile Termination Rates
2010
UK: Groundbreaking One Plan tariff, with All You Can Eat Data
Hong Kong: Received 17 industrial awards reinforcing our leading market position
Australia: Merged with Vodafone to form new 50/50 joint venture
Ireland: Free Samsung Galaxy S III on all its Flex Max 24-month plans
Italy: Market leader in mobile internet use and launched mobile 4G LTE broadband
Hong Kong: Strategic partnership with Vodafone in HK as part of Conexus Mobile Alliance
UK: Launched Ultrafast network bringing speeds in internet in mobile reaching
Austria: Won Best Network award for the second time
Sweden: Telecom operator of the year
Austria: Acquisition of Orange Austria (completed in 2013)
Hong Kong: 3Roam WiFi provides unlimited WiFi surfing overseas
4G
Hong Kong: Launched dual-band 4G LTE service connected to MTR subways network
Ireland: Acquired strong LTE spectrum portfolio at lowest cost
Ireland: Strategic partnership with Vodafone Ireland: 50/50 joint venture company
78
93
Hong Kong: Data Roaming Daily Pass coverage extended to 78 destinations and 93 networks
Hong Kong: The only operator in HK to offer the iPad
Ireland: iPhone 5 customers offered market-leading price plans
Sweden: First with self service app and mobile switch app
Sweden: Largest subscriber growth within Swedish telecom
Hong Kong: Launched 3 Super Safe superior smartphone security service
Austria: Free internet use for all

By standing for what the **consumer** wants, Three has led the way for the **new**. By being the **challenger** in the market, Three has **changed** the mobile industry forever. It has made mobile **better**. And it will continue to do so. This is the **future** for **Three**.

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